



Take advantage of the free guide to European Business Culture and Etiquette; including Social Media guide and student placements

[businessculture.org](http://businessculture.org)



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You contact partner is:

Dr Aleksej Heinze – academic lead  
[A.Heinze@salford.ac.uk](mailto:A.Heinze@salford.ac.uk)

Elena Vasilieva – project manager  
0044 (0) 161 2953 510  
[E.Vasilieva@salford.ac.uk](mailto:E.Vasilieva@salford.ac.uk)

Salford Business School  
University of Salford  
M5 4WT, UK



# passport<sup>2.0</sup> to trade

*a bridge to success*



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Are you a **Small or Medium-sized Enterprise** (SME)? Are you thinking of expanding your business across Europe? Are you aware of the challenges different business culture may present?

*Passport to Trade 2.0* provides you with an extensive business culture guide that includes social media etiquette for 31 European countries and guides you through online and face-to-face networking and trading in these countries.

Are you a **student** thinking of studying or working in another European country?

*Passport to Trade 2.0* helps you to understand the social and business cultures in over 30 European countries.



### What is Passport to Trade 2.0?

Passport to Trade 2.0 provides up-to-date insight into business culture across existing and developing European markets.

Through this service you can access free guides and information to help you navigate European trade.

Students can also access free resources for work & study placements abroad.

Uniquely, *Passport to Trade 2.0* provides social media marketing tools & techniques to effectively engage with new business opportunities and help SMEs to expand into new territories.



### Benefits for SMEs

- Access to new revenue streams
- New market opportunities
- Tailored information for SMEs
- Find new social media networks
- Develop social media strategies
- Netiquette for business
- Useful links to resources

### Benefits for Students

- Netiquette for employability
- Work and study ideas
- Develop your digital profile
- Finding which country is for you

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