



PRESS RELEASE

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Babel's Cultural Trainer Donna Marsh launches her latest book "Doing business in the New Iraq".

One of Babel's most experienced and highly regarded Cultural Trainer's, Donna Marsh, is set to launch her latest book 'Doing Business in the New Iraq'. The book offers practical considerations for multinational businesses expanding into Iraq.

As more multinational organisations establish their businesses in the Middle East, they often start in Dubai or elsewhere in the Gulf, then typically expand throughout the region, targeting additional markets that are potentially profitable in their lines of business. However Iraq, with its educated, sophisticated and relatively wealthy population, has been effectively off limits to most outsiders for the past 30 years. This is due to a combination of factors including political realities, economic sanctions and the impact of three major wars since 1980.

Until recently, any consideration given to working in Iraq would have been regarded as foolhardy at best and in reality downright dangerous. However, with the scaling down of violent activity and the establishment of a new (if fragile) government, many multinational companies are beginning to turn their attention to Iraq, often coming to the conclusion that they should give serious consideration to setting up a presence in this market. As most Western businesses are far more likely to establish a presence – at least initially – in the semi-autonomous Kurdish region of northern Iraq controlled by the Kurdish Regional Government, special considerations have been given in the book for organisations looking to work in this relatively stable, pro-Western area of Iraq.

'Doing Business in the New Iraq' has been written for all Western business professionals who have been tasked to determine whether their business should consider expansion into Iraq. It aims to dispel inaccurate stereotypes and demystify basic fears, uncertainties and doubts that many Westerners may have when confronted with the professional challenges of working in this part of the world.

The book provides practical cultural and business intelligence for all organisations who are considering doing business in Iraq. All of the major issues of working in this exciting yet challenging environment are addressed, including safety and security issues, a comprehensive analysis of travel logistics to and within Iraq, the impact of Islam on business, business etiquette, expectations and taboos, establishing reliable business partners and key practices and considerations for success in this challenging but lucrative market.

Sue Curry, Babel's Managing Director, says *"Donna is one of Babel's most experienced and highly regarded Cultural Trainers. Donna's knowledge and experience of the Middle East spans 30 years, which enables her to paint a clear picture of the opportunities and challenges that the New Iraq offers Western businesses. Any open-minded business wishing to expand internationally and has yet to consider Iraq as an option, should read Donna's book. Not only is it insightful but it might alter your perception of this country and its people and provoke you to take your new business venture even further."*

Sue adds *"Donna runs our successful Cultural workshops which include, Working across Cultures, Multi-Cultural Team-Working, Working in Remote Teams, Developing World-Class Customer Service, Middle East Country Briefing and Relocation Preparation, in the UK and internationally. Understanding a country's culture and its business etiquette is vital to a business relationship succeeding."*

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