



GIVE YOUR BUSINESS

THE EDGE

Global Ready Program

Energise your business

Put your aspirations forward and elevate your business to success within a targeted global market.

Businesses based in the City of Joondalup are invited to sign up to this focussed and targeted Global Ready Program, designed for businesses looking to establish within international markets.

This eight-week program will provide you with early entry information in relation to choosing the right global markets, cultural differences, international and digital marketing and a lot more.

Working directly with our locally based industry specialist, Dearin & Associates who will deliver a series of tailored one-on-one sessions to participating businesses.

The Facilitators

Cynthia Dearin is an international business strategist and lawyer.

With more than 21 years of international experience, she helps clients to create and implement international strategies in fast-growing markets around the world.

An Australian-qualified legal practitioner, Cynthia has worked in the UK, US, Europe and Middle East, as an Australian diplomat and as a management consultant. She also spent three years as the CEO of the Australia Arab Chamber of Commerce & Industry.



Cynthia is proficient in Arabic and French, both of which she uses professionally. She is also the author of Amazon best-seller *Camels, Sheikhs and Billionaires: Your Guide to Business Culture in the Middle East and North Africa*.

Maher Hejleh is an International Business Advisor and has been with Dearin & Associates for over 4 years.

Born and raised in Perth, Western Australia and having lived in the Middle East for seven years, he is experienced in dealing with people of different cultures and backgrounds. He has a passion for designing marketing strategies that reflect these differences when helping businesses expand into the international market.

Maher has a Bachelor of Commerce, majoring in Marketing from Edith Cowan University in Western Australia and has taken part in a number of Business Mastermind Groups to further develop his ability to assist businesses as they move into new international markets. He speaks English and Arabic.



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Business Ready Program Information Session

The City is hosting a sundowner-style networking event at Joondalup Reception Centre on **Thursday 8 April 2021** from **4.00pm – 6.00pm**. This event will showcase the Business Ready Programs (Digital Ready, Global Ready and Destination Ready) and provide information on what you can expect from participating.

- Meet the facilitators of the Business Ready Program.
- Hear feedback from businesses who participated in the Business Ready Program in 2020.
- Network with fellow Joondalup Businesses

Register now at joondalup.wa.gov.au

Dates: April – June 2021

Delivery: Sessions will be conducted online via video conference and in person at an agreed venue.

Cost: This Program is funded by the City of Joondalup. There is no cost to businesses to participate.

For more information or to apply, contact the City's Economic Development team at **9400 4253** or business@joondalup.wa.gov.au, or visit the City's website, joondalup.wa.gov.au

Global Ready Program

Session Topics:

- Why go global? Challenges and Opportunities
- The Blueprint for International Success
- Choosing the right market
- Culture: Focus on Asian Markets
- International Marketing: The Big Picture
- Digital Marketing for Global Markets
- Building a Budget for International Expansion
- Grants and Government support