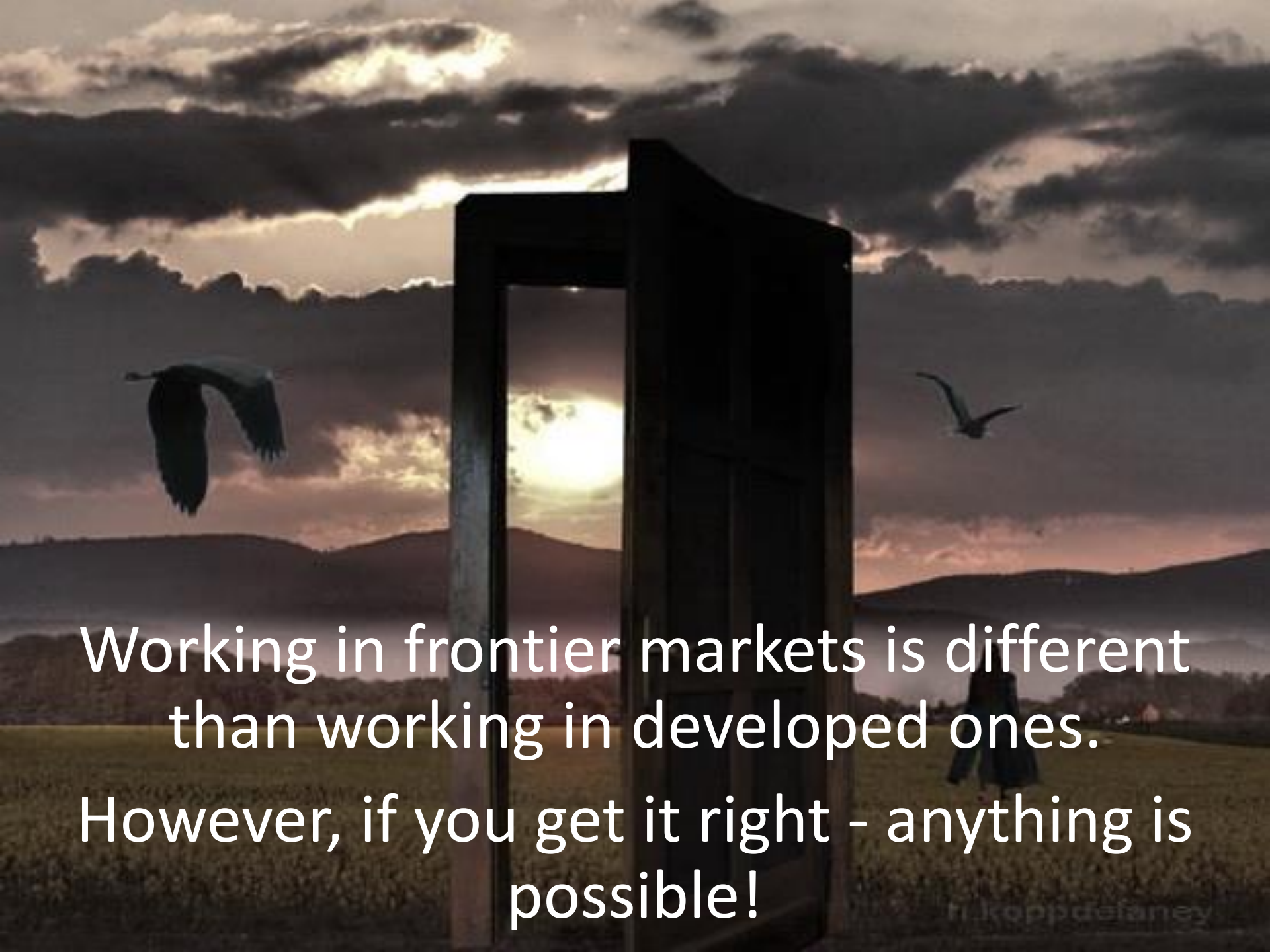


10 LESSONS FOR EXPATS TO SUCCEED IN FRONTIER MARKETS

Engage Asia with Paul Keijzer



Working in frontier markets is different
than working in developed ones.
However, if you get it right - anything is
possible!

Lesson 1

Keep on Smiling



Expats that succeed only smile at things that go wrong, whereas expats that fail get frustrated about things not going their way.

Lesson 2

**Accept that Things
Will and Should be
Done Differently**



Accept that things can be done differently while achieving similar results. Don't impose your views and solutions.

Lesson 3

Submerge Yourself



Dive right into the culture by understanding and practicing the do's and don'ts.

Lesson 4

**Don't Ever Think You
Understand It**



Don't patronize a culture, just accept that you will never fully understand its intricacies.

Lesson 5

Thrive on Chaos



Everything is in motion and there are no fixed or right ways of doing things. Use chaos to your advantage.

Lesson 6

Keep Yourself Grounded



Don't take yourself too seriously – being humble will increase people's respect to new boundaries.

Lesson 7

Settle the Family



Make sure your family is settled since they will be the backbone for your success in the country.

Lesson 8

Buy That Boat



Live your life as if you're going to stay in your expatriation forever. When it's time to leave, just unwind your life and do it all over again in your new location.

Lesson 9

Seek Comfort in Familiarity



Build a support network of like-minded expats. Don't hide yourself in the expat network but use it when you need to.

Lesson 10

Develop Three Successors



Your main responsibility is to make yourself redundant and provide opportunities for local managers to take over.

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