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## Seeing The True Picture.

New markets are not always what economic development agencies promise. That applies especially in less established regions where international values and norms are just beginning to establish themselves. This is something one of our clients also has to discover when he decides to set up a production line in a South East European country.

Prevent is asked to check the market especially with regard to the reliability of politics and administration and the security situation and establishes previously not known connections between leading representatives of the country and organized crime. Especially in foreign markets, successfully dealing with these challenges is crucial to success or failure. Prevent identifies the actual and also further potential dangers and indicates ways to protect the interests of the client and its employees. Basically, Prevent analyzes both the political developments in the target countries and regions as well as the respective economic risks. Through training and awareness measures, Prevent familiarizes the employees you want to deploy, with the habits and customs of the foreign culture, therefore increasing their competence.