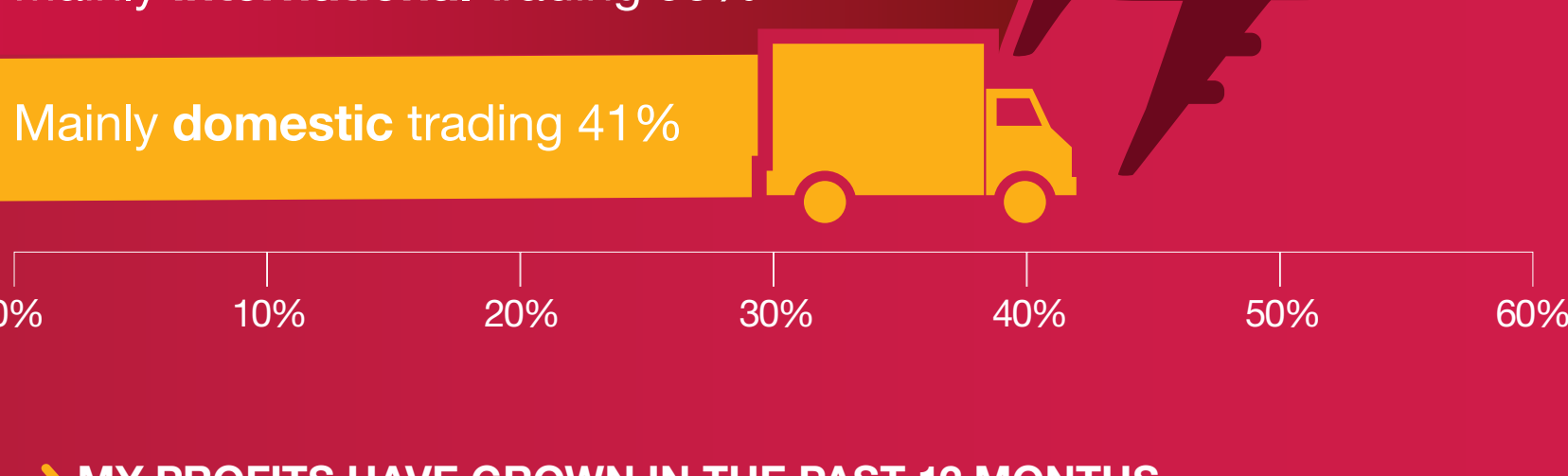


# Exporting your way to success

Our latest report reveals that businesses exporting are currently faring better than those focusing solely on a domestic market. Should you consider broadening your market?

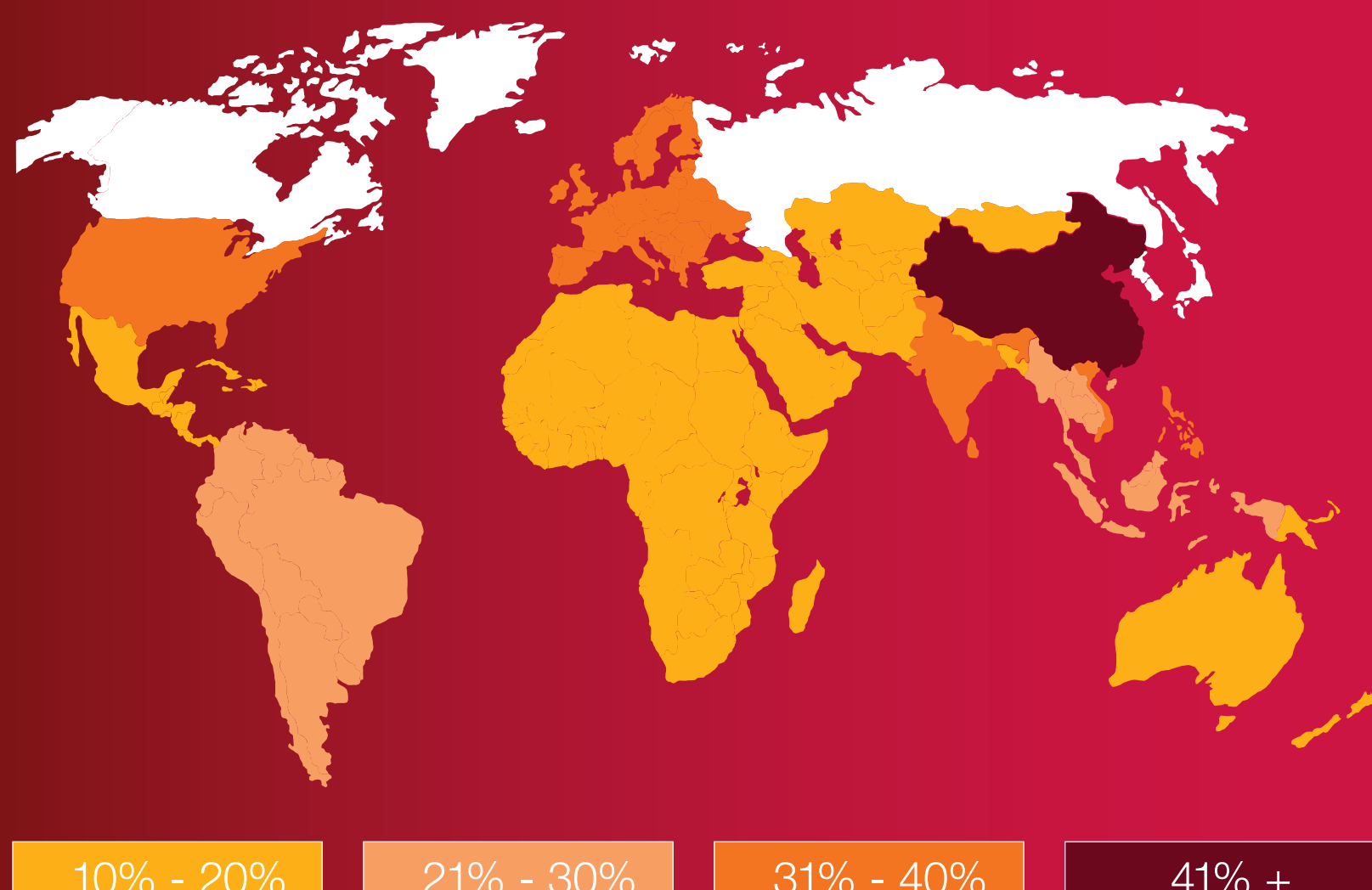
## → MY REVENUES HAVE GROWN IN THE PAST 12 MONTHS



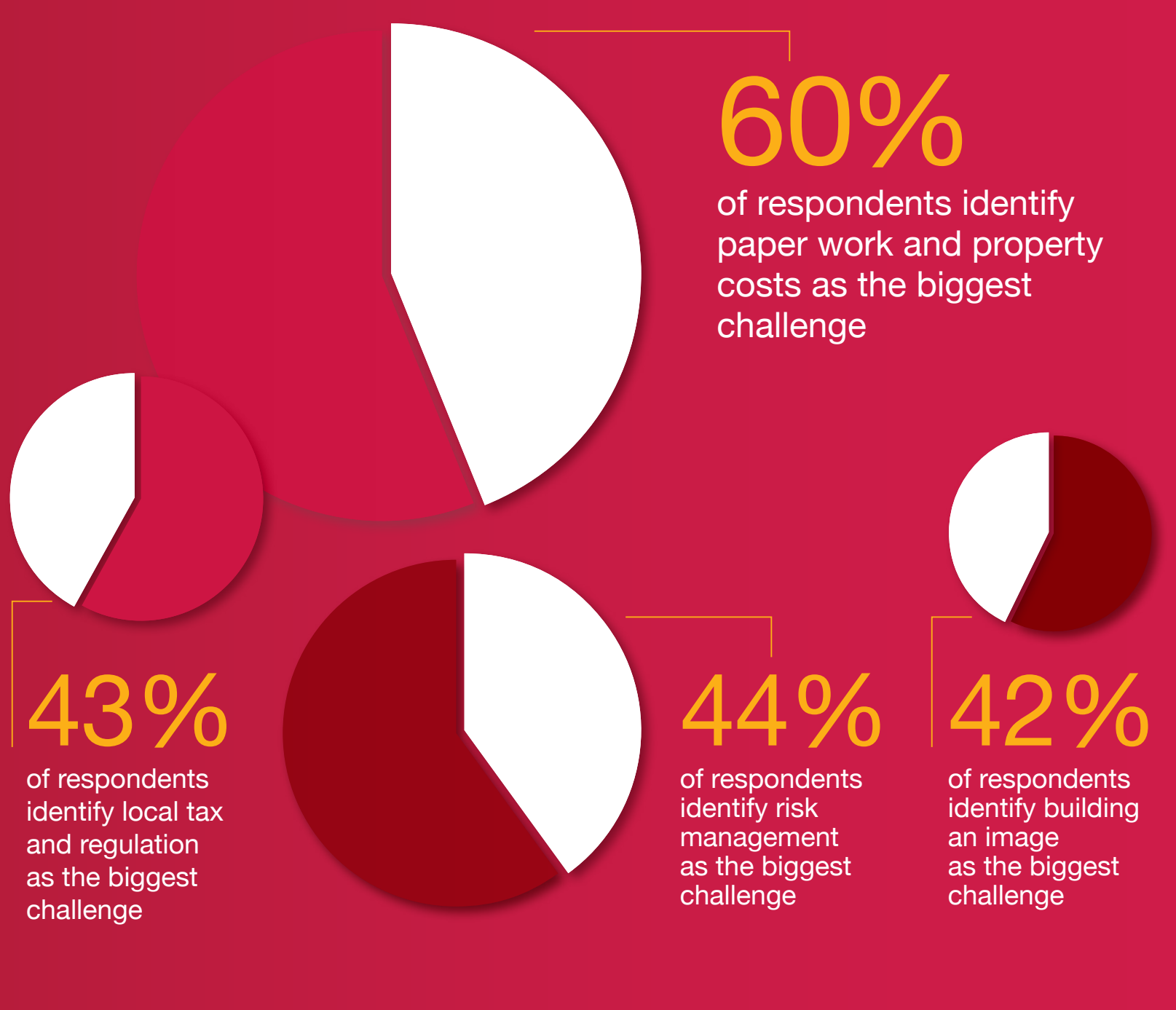
## → MY PROFITS HAVE GROWN IN THE PAST 12 MONTHS



## → REGIONS GLOBALLY REGARDED AS MOST PROFITABLE TO EXPAND IN

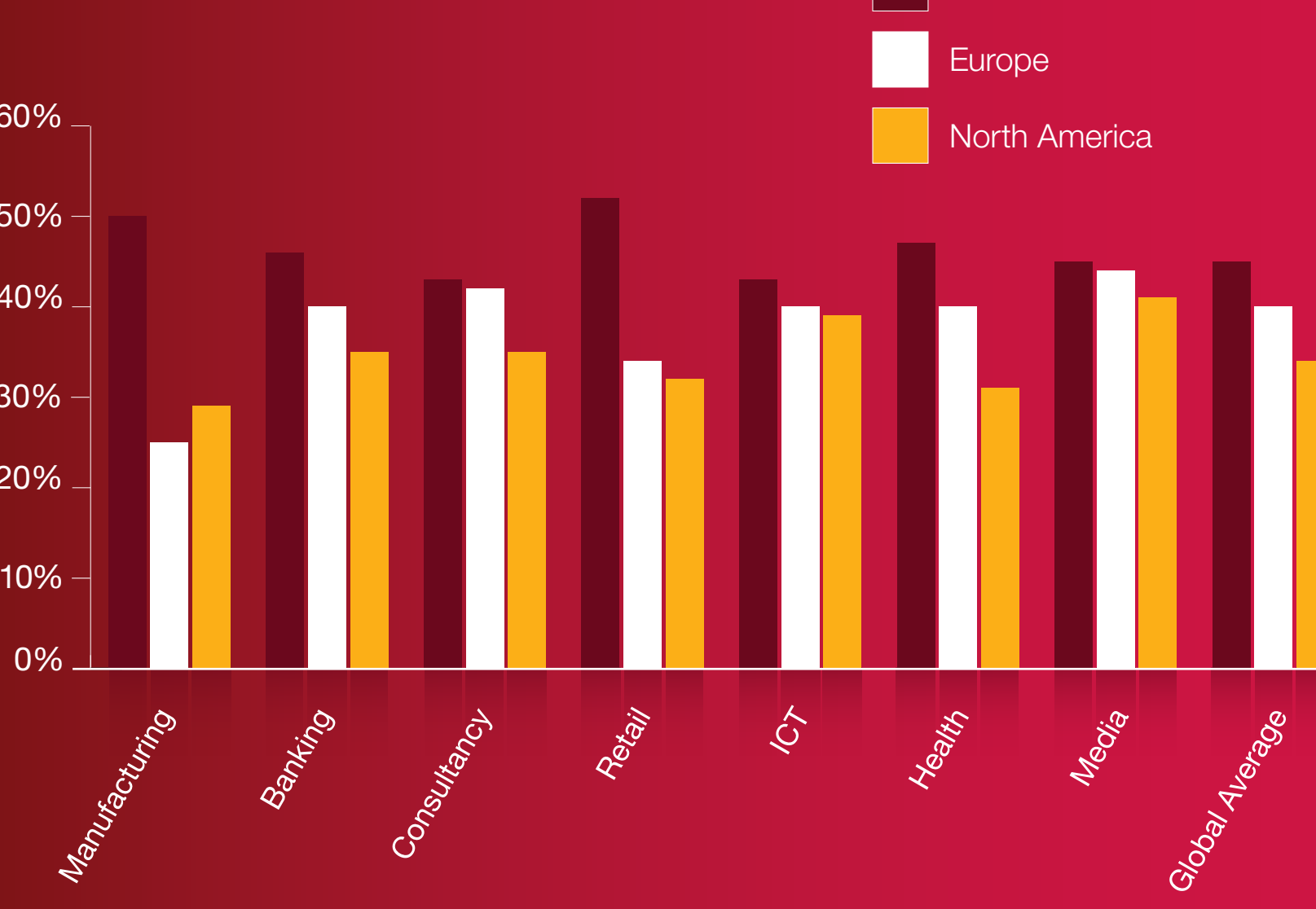


## → MAJOR HURDLES TO SETTING UP A PHYSICAL PRESENCE ABROAD GLOBALLY

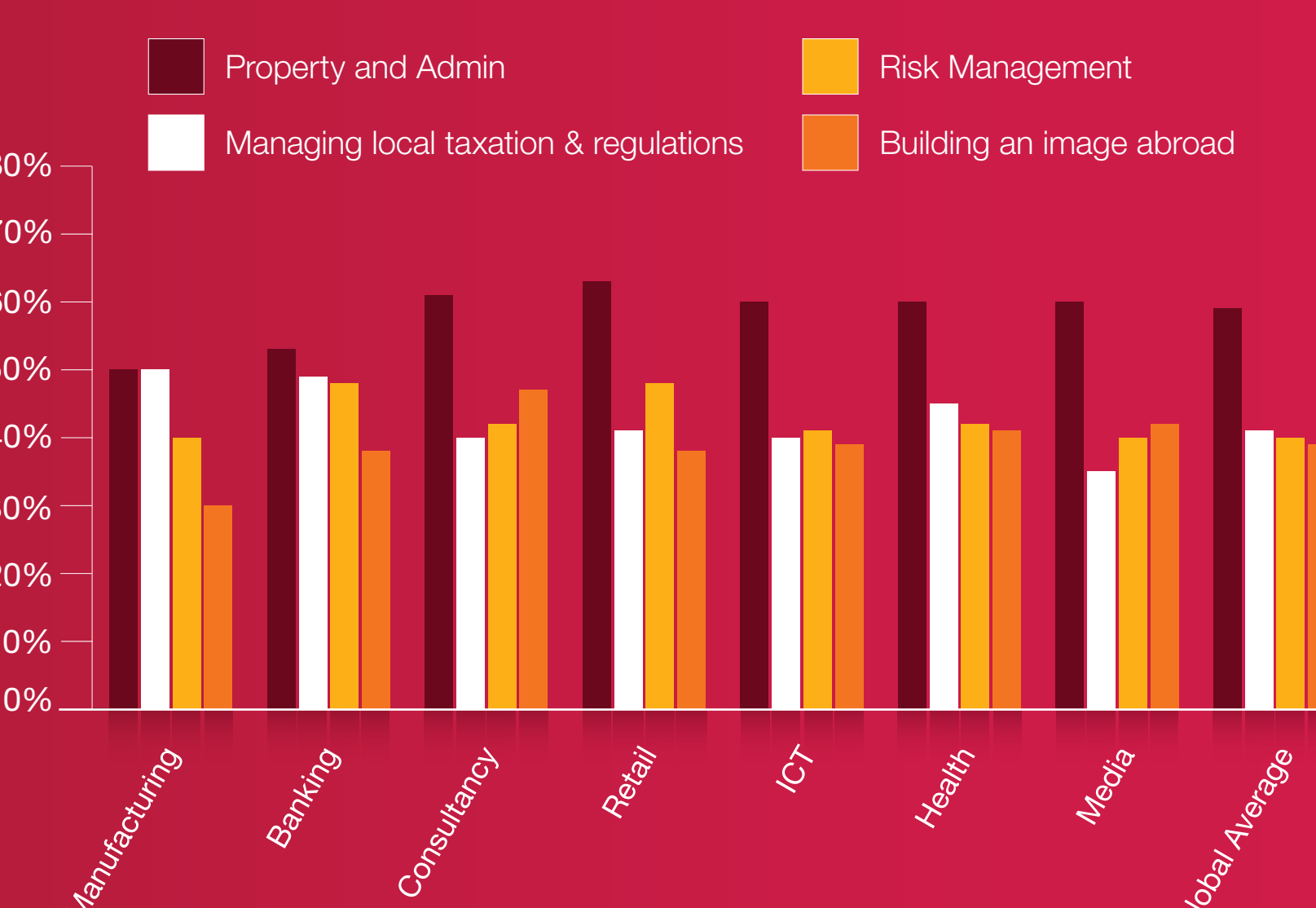


Building an image abroad is felt to be a particular hurdle by Mexican (54%), UK and Brazilian companies (both 50%), and least by Japanese firms (20%).

## → MOST PROFITABLE REGIONS FOR EXPANSION BY SECTOR



## → MAIN HURDLES TO SETTING UP A PRESENCE ABROAD BY SECTOR



## → COUNTRY HIGHLIGHTS



- UK**  
27% of UK businesses believe that expanding into the Middle East would be most profitable.  
50% regard building an image abroad as a major challenge.
- USA**  
41% of USA businesses regard operational staff recruitment as a major hurdle.
- France**  
49% of French businesses believe that risk management is a major hurdle.
- Germany**  
56% of German businesses believe that expanding into China would be the most profitable.  
78% regard property and paperwork as a major hurdle.
- The Netherlands**  
48% regard the speed of set up as a major challenge.
- Belgium**  
52% of Belgian businesses regard China as the most profitable area of expansion.
- South Africa**  
Only 11% of businesses regard expanding into North America as profitable.
- China**  
66% of Chinese businesses regard risk management as a major challenge.
- India**  
41% of Indian businesses believe that South East Asia is the most profitable place to expand.  
80% regard property and paperwork as a major hurdle.
- Mexico**  
Mexican businesses focus on the South America with 72% believing that expansion into South America would be the most profitable, 65% saying the same of Central America and 66% looking towards North America.  
54% regard building an image as a major challenge.
- Canada**  
70% of Canadian businesses believe that expanding into North America would be the most profitable.
- Brazil**  
50% of Brazilian businesses regard building an image abroad as a major challenge.
- Japan**  
46% of Japanese businesses believe that India is the most profitable place to expand.
- Australia**  
50% of Australian businesses believe that South East Asia is the most profitable place to expand.  
45% regard operational staff recruitment as a major hurdle.

## → METHODOLOGY

Over 16,000 business respondents from the Regus global contacts database were interviewed. The Regus global contacts database of over 1 million business people worldwide is highly representative of senior managers and owners in business across the globe



## → REGUS

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