

The National Aerospace FDI Exposition



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SOLOMON BRUCE[®]
CONSULTING L.L.C.



Measureable Results. Every Time [™]

Cultural Understanding Increases Return On Investment (ROI)

- World is a global environment today
- Communication allows **instant connectivity**
- Companies who invest in USA desire to have their culture understood by Americans

Foreign Companies Establish “Cultural Centers”

- Near US universities, companies own facilities
- Enrich understanding of host companies culture
- Help Foreign companies integrate into American culture
- Allow students to “study abroad”, both in host country and USA
- Increase global awareness and understanding of different backgrounds and cultures

Synergy



“The Whole is Greater
Than the Sum of the Parts”

$$1 + 1 = 3$$



SOLOMON BRUCE®
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Cultural Alliance Benefits

Your Way



My Way



Their Way



Combine
Strengths

OUR WAY



Purposes of Cultural Alliance

■ Increases

- **Adaptability** in a fast changing marketplace
- **Profitability** potential, including
 - new revenue streams
 - new market entry points



THANK YOU!

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