

The GLOBE Center

*THE ACADEMIC RESOURCE
FOR GLOBALIZATION AND
LOCALIZATION RESEARCH,
CONSULTING AND TRAINING*

The GLOBE Center defines localization as the process of adapting language, products, marketing, operations, organization or strategies based on a thorough understanding of foreign markets and the global competitive landscape. GLOBE activities are based on the philosophy that companies which proactively research the needs of foreign markets and make adaptations based on this understanding will be more successful in international ventures. Our use of the term “Glocalization” is to underscore the importance of positioning the product optimally between standardization, that will achieve global economies of scale, and customization that will address local differences.



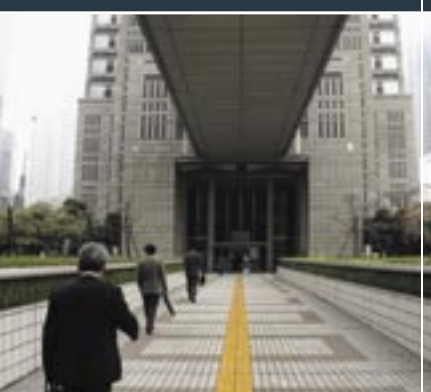
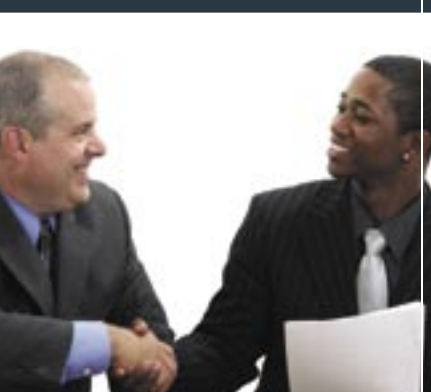
The GLOBE Center
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Fisher Graduate School of International Business



MONTEREY INSTITUTE
MONTEREY INSTITUTE OF INTERNATIONAL STUDIES
An affiliate of Middlebury College



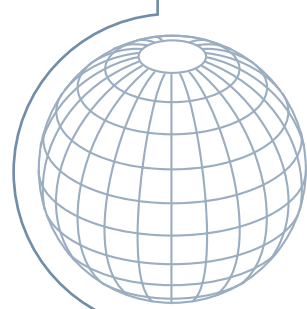
Today's international marketplace is becoming more globally integrated.

Yet companies are becoming increasingly aware of the need to understand national differences, such as language, culture, legal requirements, and distribution channels, in the countries in which their products and services are sold, sourced and consumed. Firms need to pursue optimized positioning in order to remain competitive. Should they pursue a globalized strategy, using a single design which fits everywhere, allowing for economies of scale? Or is it better to follow a localized strategy, in which they customize their products or services for individual markets in the most efficient way possible?

The **Globalization and Localization of Business Exports Center**, or GLOBE Center, at the Monterey Institute of International Studies, provides the research, training and consulting expertise to assist businesses to make the best choice possible. GLOBE Center activities are based on the philosophy that companies that proactively research the needs of foreign markets and make adaptations based on this understanding will be more successful in international ventures, ultimately leading to increased revenues.

The GLOBE Center is housed in the Fisher Graduate School of International Business at the Monterey Institute. Initial start-up funds for the GLOBE Center came from the US Department of Education's Business and International Education (BIE) program and matching philanthropic donations. BIE funds business schools and other partners to assist US businesses in increasing their exports to foreign markets.

GLOBE is uniquely positioned to pursue research in areas of globalization and localization through the mix of graduate schools at the Institute. We combine expertise in international business, international trade policy, translation and interpretation services, and localization management programs, to provide a 360° look at business issues. Faculty and students come from around the world, so chances are, we have individuals working on your project that provide first-hand knowledge of languages, cultures, markets and business systems.



GLOBE Center Products and Services

RESEARCH

The GLOBE Center gathers research and information which is displayed on our website clearinghouse at <http://globe.miis.edu>. The clearinghouse aggregates the best articles, links and databases available on the issues of globalization.

Additionally, GLOBE has conducted primary research on business community needs to start or improve globalization/localization efforts. We have also partnered with the Localization Industry Standards Association (LISA) and the World Bank on the survey Global Business Practices, revealing how companies run global operations, what they are paying for globalization services, and what types of international business consulting services companies are seeking. Access to this research is available through the GLOBE Center. The Center also conducts specialized research and survey projects for company clients.

CONSULTING

Need help determining your optimal product or service positioning? GLOBE provides trained graduates and faculty expertise at a fraction of the cost available through other consulting firms. Our cutting edge research provides you with the most up-to-date information available in designing your strategy. Additionally, the international student body and faculty provide access to first-hand knowledge of the markets where you want your products or services to be.

- The Monterey Institute has proven experience of completing over 200 international business plans for companies, including many of the largest Silicon Valley and multinational firms.
- Consulting teams tap into a global network of associates and partners to access the best information on foreign market conditions.
- The Center utilizes proprietary methodologies and frameworks for 'glocalizing' a firm's international strategies. These methods are not available even among the top business schools and consulting firms.

TRAINING

GLOBE Center provides training to industry practitioners. We can design customized training programs in marketing localization, project management, IT localization, and languages. Non-degree or Master's Degree programs are also available. Additionally, in conjunction with our partner the Monterey Bay International Trade Association, a 9 session, on-line, on-demand training program covering the basics of successful exporting will be available at a special corporate rate.

" This study is in an excellent piece of work! We could not have done it ourselves. This is invaluable to us as we move forward."

- Concierge Connection

How Can Your Business Take Part in this Cutting Edge Business Resource Center?

- ▶ Contract with GLOBE for specialized research projects
- ▶ Participate as a client in consulting projects
- ▶ Send personnel to The Monterey Institute to take advantage of practitioner training or degree programs
- ▶ Partner with GLOBE to conduct research, training or consulting activities
- ▶ Become a corporate sponsor and Advisory Board Member of the GLOBE Center
- ▶ Advertise products and services on our website or in our online journal
- ▶ Recruit among our student body for jobs and internships

GLOBE CENTER PARTNERS

- US Department of Commerce Export Assistance Center
- Marina Technology Cluster
- Monterey Bay International Trade Association (MBITA)
- Localization Industry Standards Association (LISA)
- Multilingual Computing Inc.

RECENT GLOCALIZATION CLIENTS

- Twin Industries
- Hunter Technology
- BOMA Systems
- Concierge Connection
- Hewlett-Packard
- Sun Microsystems
- Oracle Corporation
- Clorox
- Scan Control Inc.
- Global Portable Buildings Inc.
- Select Sector SPDR