

The experience during the trade mission was definitely an eye opener in some parts, as well as confirming some long held thoughts. For me it wasn't just about getting our products/ services out there, but also creating and figuring out better models of business

There isn't one clear cut path to success, and i know saying that sounds abit cliché unto itself but only being able to see it up close, talk to people and practitioners in the field, seeing it executed in real time you realize, oh yeah thats true.

At least in terms of our business, local consumption is always an issue, but at the same time i don't think we take enough time to cultivate an audience, we're quick to make the blanket statement there isn't a market, but it's quite possible that we haven't unearthed the market that may already exist, or by just making a couple of tweaks to our existing product or messaging, a whole new market we didn't know existed in our backyard may be revealed to us.

I had abit of an impromptu meeting with an animation company called Ankama, didnt have a meeting set, just showed up at their front door and sort of talked my way in, but they started out with 3 people doing something that they loved, and is now they are one of the biggest studios in France, with animation, games, both video and board games, print publishing toys and merchandise under their belt. And this company has yet to set up itself outside of the french/ European market, where most of their content has yet to be translated to english.

Their Story, has tenants of similarities to ours, just 4 years shy of their decade long run, but it was amazing to see what they had accomplished with the resources, and environment that they existed in and had a hand in creating, figuring out ways to replicate and adapt certain models of business locally.

To sum it all up, the usual take aways will always be, set up meetings early, know your product and value proposition, sell our uniqueness and follow up, but also understanding the environment that exists across there, understanding what allows these markets to flourish and whats missing in our own ecosystem that we can leverage to attain that.