

## MICHAŁ GOSŁAWSKI

Born in 1981 in Łódź, Poland. University of Łódź Faculty of International Studies graduate, specialization Euromarketing. In Atlas since 2006, since 2009 Foreign Markets Manager. Responsible for development of international sales of construction products offered by ATLAS to Western Europe countries. Introduced ATLAS brands into new markets: Ireland, the United Kingdom, Holland, Norway, Sweden, Cyprus, Iceland. His responsibilities include all levels of marketing and commercial cooperation with partners located abroad. In his free time keen on international voyages and good literature on history.

### **First rule: be prepared for everything**

Each market should be treated individually when planning international commercial expansion. Local particularities always influence the strategy and the method of introduction of a new brand. When acting on any market, developed as well as developing one, domestic habits and culture, as well as experience shown by local contractors and wholesalers, should be taken into consideration. Exporter must also be prepared to face domestic barriers, official and unofficial, and flexibly and creatively find a solution to eliminate them.