

**David Parrish**

*Helping creative entrepreneurs world-wide to become even more successful*

# International Business Adviser



David helps creative and digital businesses become even more successful through his expertise as an international business adviser, trainer, speaker and writer.

He has direct experience of international business in companies he has managed and grown, as well as with clients in the creative industries and other business sectors.

David helps business to increase their international trade through export initiatives, strategic marketing and transnational joint ventures. His expertise in strategic marketing draws on his own experience of international business development and the successes of his many clients in growing their enterprises internationally. He has experience of business etiquette and customs in a wide range of different countries and cultures.

He has worked in 40+ countries including Azerbaijan, Belarus, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Croatia, Denmark, Egypt, Estonia, Finland, France, Germany, Holland, India, Indonesia, Italy, Jamaica, Korea (South), Laos, Lithuania, Malaysia, Morocco, New Zealand, Norway, the Philippines, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, the United Arab Emirates, USA, Vietnam, Zimbabwe and the UK.

David is author of the highly-acclaimed book and eBook **'T-Shirts and Suits: A Guide to the Business of Creativity'**. This book has also been translated and published in China, Colombia, Taiwan, Spain, Lithuania, Thailand, Chile and Ukraine.

His latest book on strategic marketing (including international marketing) is **'Chase One Rabbit: Strategic Marketing for Business Success. 63 Tips, Techniques and Tips for Creative Entrepreneurs'**.

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[www.davidparrish.com](http://www.davidparrish.com)

David has academic and professional qualifications. He is a member of the Chartered Institute of Marketing and a 'Chartered Marketer', a member of the Institute of Consulting, a Fellow of the Institute of Leadership and Management, and a Fellow of the Royal Society of Arts.

## David's international business experience includes:

- Increasing international trade as managing director of a book marketing and distribution company.
- International business development work in sectors including hotels and hospitality, utilities and charities as well as the creative, cultural and digital industries.
- Licensing copyright materials internationally.
- Advising corporations on international business etiquette and issues involved in doing business in different cultures and managing culturally diverse personnel.
- International Festival for Business 2014 (IFB2014) Creative and Digital Industries co-ordinator.
- Working in Shanghai, China and learning about Chinese culture, language and business methods.
- Delivering workshops and presentations in Vietnam, Taiwan, Chile, Zimbabwe, Brazil, Lithuania, the Philippines, China, Ukraine, Azerbaijan and Belarus in association with the British Council.
- Guest speaker at the Creative Business Cup International Finals in Copenhagen, Denmark.
- Advising on the development of PRANA in Bogotá, Colombia's leading incubator for creative enterprises.
- Speaker at the World Summit of Creative Industries in Moscow, at the Global Entrepreneurship Congress 2014.
- Advising Brazilian creative enterprises at events in Rio de Janeiro, São Paulo, Nova Friburgo and Cuiabá.
- Guest speaker in Moscow at Summer School for Russian creative entrepreneurs on the subject of: 'Creativity and Business: How to Succeed as a Creative Entrepreneur'.
- Speaking at TEDx events in Italy, Morocco and Norway.