



RICHARD BIGGS

Director - North America

Trade Horizons



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GLOBAL BUSINESS GROWTH

Why I volunteer for the Oregon District Export Council:

With an Italian mother and British father, and having lived in the US, India, Japan, Brazil, and the UK, "international" flows through my veins. I volunteer because I enjoy the cultural complexities, challenges, and opportunities of international business and have a passion for localizing great ideas to unique countries.

My superpower in international business is:

A cultural understanding and awareness to be dropped anywhere in the world and quickly pick up on how things work, where the business opportunities are, and how to position myself in an acceptable way to get business done in that country.

My favorite cities: Budapest, Hungary for its extreme beauty, and Cape Town, South Africa for its vibrance and incredible geographic location.

Moment of Serendipity: Being robbed of everything except the shirt on my back in the Rajasthan Desert and finding myself needing to get a local job, sleep under the stars, and beg and borrow my way back to an embassy in Delhi. I was worried, but I took it as an opportunity to meet incredible people and experience an off-the-beaten-track journey that gave me a rare chance to see the beauty of the real India.

Most Frightening Travel Moment: I was onboard a plane from Srinagar to Mumbai when the plane was disembarked and all the passengers were searched. Nobody was told what was going on and armed soldiers began circling the plane. The flight eventually took off and after 30 minutes, the captain addressed the delay, stating that they had received credible information about a bomb on the plane. He then reported that luckily they were unable to find anything. After the passengers (including myself) scribbled messages of love to our family, we did eventually arrive safely - no bomb was ever found.

