



# CASE STUDY

China has been ranked as the 4th largest agricultural exporter and the 2nd largest agricultural importer in the world. It is predicted that China will account for 43 per cent of global growth in agricultural demand by 2050.

An Australian animal feed Sales Manager was on a four week tour of his clients' farms in remote China when he contacted one of our Assistance Centers as he was having difficulty coping with the isolation associated with his work travels.

## Problem

The patient was experiencing a high level of stress that he had not anticipated. He disclosed that not only was he having difficulty coping with the isolation and language barriers connecting with his co-workers in China, but felt overwhelmed.

### Industry

Food Industry - Agribusiness

### Service

Emotional support

### Location

China

## Solution

After receiving support from our counsellor, he opted to take telephone counselling sessions which eliminated his need to travel for face-to-face sessions - he was unable to spare the time away from his farm visit schedule. We were able to arrange sessions with a provider experienced in counselling international assignees & business travellers. Through multiple sessions, he was taught strategies on how to cope with pressures both in her personal and professional life.

## Impact

He commented: "The counselling has really been life-changing. I feel that I am able to focus at work. I don't feel so overwhelmed. Thank you for the support."