



# How to support global leadership and increase your impact?

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# Challenges in support

- Need of the big picture
- Preparation requested
- Time horizon
- Short sighted goals / low hanging fruits
- Not enough know how on competitors, market, market size and potential
- No knowledge about trends in the market
- Lack of resources
- Distance to market
- Cultural differences
- We do what we use to do



# Internationalization - Our offer to SMEs

- Business sparring
- Motivation
- Market evaluation and selection
- Knowledge / market information
- Strategic approach
- Investment / Budgets
- Organization
- Planning
- Execution



# US Entry

- A huge market for almost any product/service/solution
- Knowing where to start
- Knowing how to start
- Knowing with whom to start
- Mapping low hanging fruits
- Mapping relevant players
- Understanding cultural differences
- Sparring partner on strategic and op-level



# THANK YOU FOR YOUR ATTENTION

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