Internationalisation of innovation: How can companies enter international markets?

*Good practices of exporting, licensing, joint venture and subsidiary from Slovenia*
Preparation fase

You have to know your:

- Competition
- Competitive advantage of your company, product
- Clients
- Your market and its' regulations

You have to decide:

Which market to enter?
Helping tools

- EEN – first info on market regulation / competitors
- SIPO – »prva I« & overview of existing technologies / patents / protected models
- Economic diplomacy (Embassies of Slovenia in foreign markets)
- Student & young entrepreneurs mobility (CMEPIUS)
- GZS: CK
- JAPTI: izvoznookno

Networking ...
Networking events:

• International networking events at home (incoming business delegations)

• Clubbing (become a member of international business club; f.e. Slovene-Russian business club; high-tech communities)
Networking events: Business delegations abroad
Networking events: Business delegations abroad
Networking events: Cultural events & seminars on »how to enter ...«
Social networking & events

Business angels and VC capital
Networking: Ambassadors of your product
Networking: Ambassadors of your product

Mnenja naših strank

"Z Linea Snello je pot do lepega izgleda in psihofizične kondicije veliko lažja!"
Helena Blagne

"Vsem, ki me sprašujejo, ali res deluje, odgovarjam, saj vidite!"
Natalija Verboten

Mnenja naših strank

"Center Linea Snella je moj drugi dom, v katerem se počutim popolnoma sproščeno!"
Manca Špik

"Počutim se popolnoma prerojeno"
Saša Lendero
Networking: Ambassadors of your product

Donald Trump v trgovini Macy's predstavlja kristal Rogaške

Kristal se v ZDA prodaja pod njegovo brezgovno znamko "Trump Home Crystal Collection".

A. V. B. Delo
por. 12.09.2011, 10:59

foto: Danilo Utenkar/Delo
Socialni mediji niso trend - so nov način komunikacije.

Socialna omrežja so nedvomno sodoben kanal današnje komunikacije. Le-ta so najbolj primerna za gradnjo vaše blagovne znamke, lahko tudi vplivajo na povečanje prodaje. Socialna omrežja so zelo pomembni pri gradnji povezovanj uporabnikov, saj uporabniki gradijo vašo znamko ter prodajo. S pravičnimi pristopom na socialna omrežja lahko z vašimi strankami ali potencialnimi kupci komunicirate na bolj osebni ravni, se poveže in boj na osebnih področjih. S potencialnimi strankami na tak način vzpostavite zaupanje in pripadnost vaši blagovni znamki ali storitvi.

Kako pristopiti na socialna omrežja
Good practices: Exporting through agent - Turkey

Know the culture and national character

How to establish business contacts?
It’s got to be personal

Negotiation?
Demanding
Good practices: Exporting through RTD partner - Finland

Know the culture and national character

The Telegraph

Meetings in sauna

How to establish business contacts?
It’s got to be personal, but NOT too personal!

Negotiation?
do not bargain, be realistic and sincere
How to start business contacts?
Advise: start with formal and presidential business delegations abroad

Character:
Persian country!!!!
Bare the religion!!!!

Negotiation
Hard negotiators

Advise:
Your product is not important, important is the feeling of your product!
Good practices: subsidiary - Brasil

Know the culture and national character
Life: “Tranquillo & con la calma”
Character: passionate & football

Negotiation?
Be polite and
soft negotiator

How to establish business contacts?
Be curios, be personal, be true
Good practices: Sale of patent
Good practices: Licencing - ICT

How to start business contacts?
delegations abroad - presentation events
Incoming delegations – demo center (CCIS)
Important international fairs (joint presentation)

Means:
- Sale of a licence
- Sale through partner networks (co-developer / sale / support services)

Advise:
Really well prepared presentations, get your contacts in advance, interdisciplinary meetings!
Thank you