



EUROPARTNERSHIPS

Making the Most of International Market Opportunities

A series of Workshops designed for business owners, directors and marketing & sales managers of both service and manufacturing companies that are aiming to enter new international markets

FROM VISION TO ACTION

A one and a half day programme to support the establishment of solid and successful international sales partnerships. It will enable participating companies:

- To assess opportunities in the foreign market.
- To establish long lasting international partnerships.
- To successfully implement a plan of action.

The workshop requires preparation and it is expected that each company will develop their own business case and action plan. Participants will focus on market analysis, developing an effective export proposition and strategy, selecting and managing business partners and dealing with cultural differences. Our framework will enable participants to make a realistic and feasible plan of action.

LEADING THE INTERNATIONAL EDGE

A programme of two x two-day sessions to support the implementation and management of effective strategies for international market entry. It will enable participating companies:

- To assess opportunities in foreign markets and to develop an effective market entry strategy.
- To make a plan of action and to implement the plan effectively and successfully.
- To establish and manage international partnerships.

Held over a period of four months, it requires preparation and it is expected that each participating company will present their own business case. During the first stage, participants will focus on market analysis, developing an effective export proposition and strategy, selecting and managing business partners and dealing with cultural differences. Our framework will enable participants to make a realistic and feasible plan of action. During the second stage of the workshop the participants will present an update of their strategy. Participants will work in groups to elaborate and improve their own plan of action through peer-to-peer learning.

Comments from past participants

Thank you so much for the fantastic workshop we were so lucky to attend. It helped us a lot and gave us new insight into what we could ask of our partners and how we can monitor our business relationships better. We have already started making our own enquiry list with the information from your seminar and have received a good response to it from our Norwegian agent (Sales Director ,Rekjavik, Iceland).

It was a great help to be able to step back from our day-to-day export work to examine and improve how we motivate and communicate with our staff, distributors and customers. We are confident that our export performance will improve as a result of the workshop (Export Manager, Kent, UK).

I am very glad that I participated in your workshop - it was very helpful and it gave me valuable information (Business Owner, Halle, Germany).



Mark Dodsworth: Director of LNP Europartnerships, Visiting Fellow of Anglia Ruskin University's Ashcroft International Business School (Cambridge), M.Phil University of Oxford, with over 20 years of experience as a consultant in international sales and marketing.



Ilse van den Meijdenberg: Managing Director of English Services and UK meets NL, Chairman Institute of Directors Netherlands.