



Breakthrough
to Scale®

Internationalisation

Mentoring enabler

INTRODUCTION

Conducting green innovation and achieving blue growth is a main global objective as enterprises from all over the world are facing today increasing resource and environmental pressures. Nevertheless, the success of green innovation depends largely on the inputs of knowledge and other research and innovation resources.

An enterprise's international experience and its effect on performance has been extensively studied. For example, scholars have pointed out that experienced enterprises are more able to handle the problems of international business and they have greater knowledge-based skill in discovering innovation opportunities.

The Mentoring Enabler Internationalisation is essential to help companies to position their innovative products or processes on the global markets and it is delivered to the companies that aim to expand their presence on the European Union or the global market, being a cornerstone in their journey to nature-based innovation and sustainable innovation.

The Mentoring Enabler Internationalisation is focusing on the right positioning of the company's innovative product / process on the EU and / or the global markets, together with the aspects implied by certification, compliance, protection of the intellectual property, or trade regulations.



Luminspino



Iceland
Liechtenstein
Norway grants



Innovasjon
Norge

Objectives of the Mentoring Enabler Internationalisation

1

To introduce to the mentee company general information related to the reasons why a company should internationalise, and the main strategic options companies take today to internationalise;

2

To provide knowledge and exercises that will empower the mentee companies to develop a strategic approach for the internationalisation activities, and prepare the draft of the internationalisation strategy.

Impact of the Mentoring Enabler Internationalisation

3-5

Increase of company turnover within the upcoming 3 to 5 years due to export activities;

3-5

Increase of company profit within the upcoming 3 to 5 years due to export activities;



Increase company' visibility on the target markets;



Increase competitive advantage through sales partners or distributors;

2

Increase by minimum 2 persons the number of team members mentored on internationalisation topics.



Main stages in the delivery of the Mentoring Enabler Internationalisation

1

Specific survey diagnostic for the Mentoring Enabler Internationalisation

Internationalisation Survey

- It is a first step to diagnose and assess the needs of the mentee companies concerning the internationalisation. Thus, this survey explores the vision of the company on the internationalisation process, with focus on the innovation product or process that is subject of the mentoring programme.
- The survey investigates the following issues:
 - Internal capacities to support internationalisation, including human resources and their qualification (e.g., foreign languages, professional background, and training, etc.);
 - Needs to support the internationalisation process within the company;
 - Target markets;
 - Categories of sought partners;
 - Estimated results from internationalisation.

2

First workshop within the Mentoring Enabler Internationalisation

Going International – why and how?

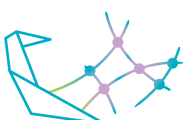
- The main goal of the first workshop is to introduce to the mentee company general information related to the reasons for which a company should internationalise, and the main strategic options companies use today to internationalise. Moreover, the mentor explains the differences between the different methods companies are using today to perform internationalisation activities, such as: direct and indirect export, direct investments (mergers and acquisitions) and the different forms of alliances and international cooperations (licensing, franchising, industrial cooperation, international underproduction, international co-production, strategic alliances, joint ventures).
- The mentee company will gain understanding of both advantages and disadvantages of the different methods used to go international and the related resources needed.

3

Second workshop within the Mentoring Enabler Internationalisation

Going international – strategies

- The second workshop is focused on the presentation of different types of strategies used by successful companies to go international. Also, it presents the main issues to be considered before going international, such as culture, language, brand recognition, regulations, conformity, or payment methods.
- The mentee company will acquire knowledge of the different strategies but also on the main issues that can hinder their expansion on the target market.



4

Third workshop within the Mentoring Enabler Internationalisation

Going International – EU support and generation of the internationalisation strategy

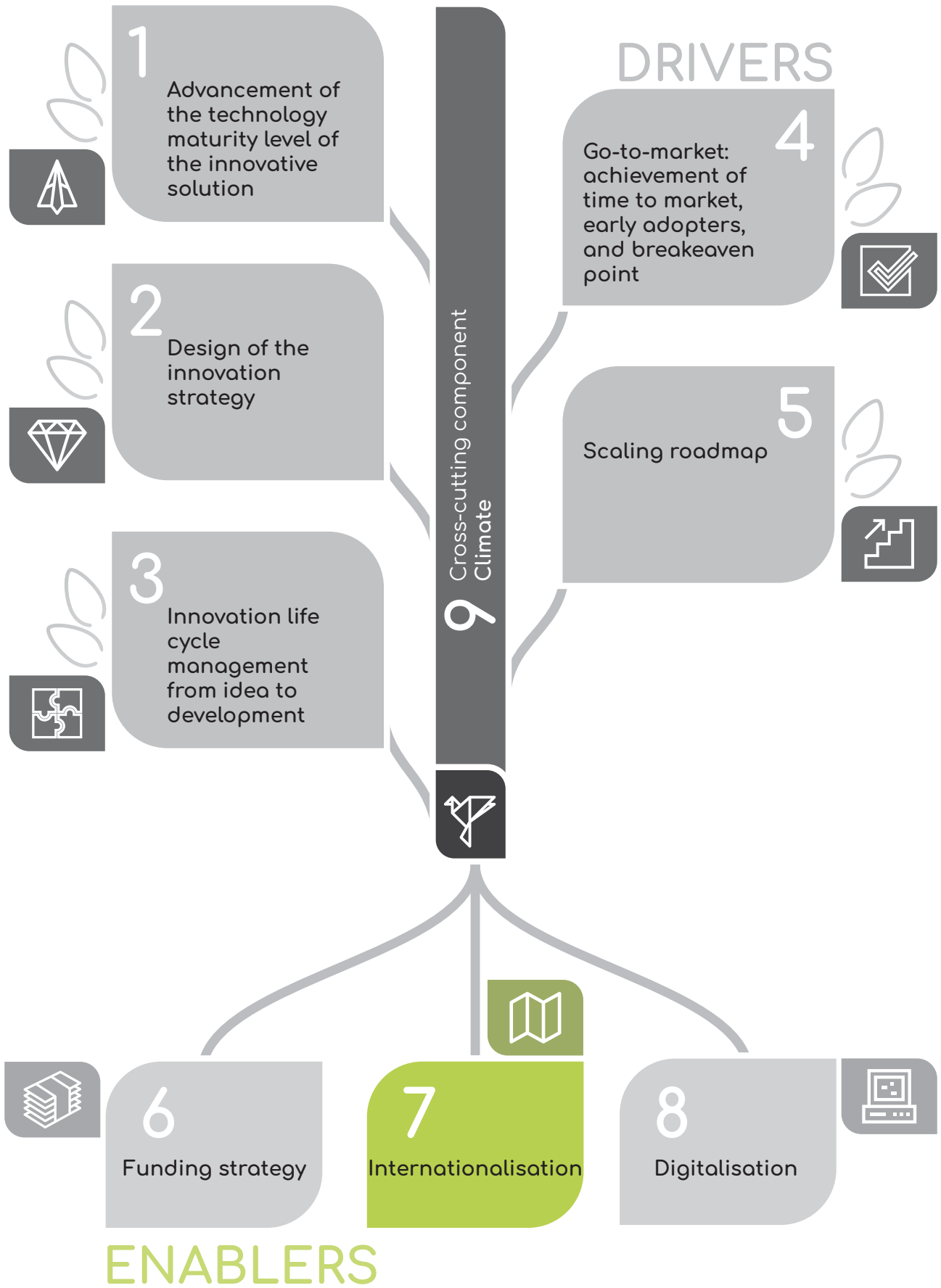
- During the third workshop the focus will be on the European-level support for internationalisation activities provided via different programmes.
- The mentee company will have the knowledge to start preparing an internationalisation strategy.



Specific methods, tools / templates, and resources involved in the Mentoring Enabler Internationalisation

- Sources: exercises, and information on conformity
- The mentee company will be able to confidently prepare the internationalisation strategy.





Final remarks

In the context of innovation, and more so of climate innovation, the result is intended, from the get-go to the global market, while the end users may be located throughout several continents. Consequently, the Mentoring Enabler Internationalisation empowers the mentee companies to craft the strategy to capture these remote markets even from the earlier stage of the development of the innovative product or process.

