



## Business Expansion Training Course Brussels, Belgium 19-21 April 2004

### Accelerate your international expansion!

If you are an expanding business that is keen to conquer new markets, seize this opportunity to participate in a training and coaching course with experienced professionals!

In collaboration with



[www.ettecproject.net](http://www.ettecproject.net)

The European Multimedia Accelerator ([www.e-multimedia.org/accelerator](http://www.e-multimedia.org/accelerator)), the international business development platform supported by the European Multimedia Associations Convention ([www.e-multimedia.org/associations](http://www.e-multimedia.org/associations)) organizes a 3-days training course targeted at helping European multimedia & ICT companies improve their business expansion strategies. During the 3 days, the mornings are dedicated to lectures and presentations, and the afternoons to personal coaching sessions and business expansion plan writing. The outcome will be a fully written business expansion plan. Beyond the training, your company may also get additional support from the Accelerator throughout its expansion phase.

### PROGRAMME

The full Programme is attached. Each day will focus on key aspects of international expansion. Trainers and coaches are all specialists and have had professional experience in their field of specialisation.

#### Day 1: "Strategy and Marketing for international business expansion"

- What are European critical success factors in expanding your business in a multilingual and multicultural setting?
- What are the various strategies leading towards a successful cross-border business expansion in the digital media industry?
- What are the essential ingredients of a successful European cross-cultural marketing strategy? Which marketing tools offer effective and efficient support?
- How can entrepreneurs participate and benefit from (international) partnerships and networks?

#### Day 2: "Organisation and human resources for international business expansion"

- How can expanding digital media companies benefit from integrating globalisation, internationalisation, localisation and translation concepts towards a successful European expansion endeavour?
- Which role do human resources and entrepreneurial skills play in your expansion strategy?

#### Day 3: "Legal and financial aspects of international business expansion"

- What are the legal aspects of your international business expansion?
- Are there additional challenges in allocating financial resources for international business expansion and how can they be overcome?

### PARTICIPATION FEES & REGISTRATION

- Members of EMMAC associations (see list at: [www.e-multimedia.org/associations](http://www.e-multimedia.org/associations)) and/or of ETTEC partners: EUR 1500 + 21% VAT
- Non-EMMAC/ETTEC members: EUR 2500 + 21% VAT
- Fees include hotel rooms (3 nights), course materials, lunches, refreshments, cocktails and dinner on 20 April.
- Travel expenses are not included.

As the number of participants is restricted, we will treat registrations on a first come first serve basis. **If you are interested**, please fill in the attached registration form and send it back by 1 April 2004.

**Taking your business international: [www.e-multimedia.org/accelerator](http://www.e-multimedia.org/accelerator)**

## FEEDBACK FROM FORMER PARTICIPANTS

"The course provides not only all the general information about European expansion but also the occasion to discuss our own projects with excellent experts."

"You will come out from the course with LOTS of questions about European expansion, questions that you were not all aware of. This will mean (after answering them) a very solid base for your company."

"You will be able to prepare a complete business plan taking into account all the aspects of your business. Each topic will be challenged by an expert and a short professional advice will be available. You will be able to evaluate the viability of your case and see it for yourself already."

## WHO SHOULD ATTEND?

CEOs, COOs, Executive Directors, Marketing Managers, Business Development Managers of mature SMEs or units of larger companies that are seriously committed to expand their business internationally, within Europe and abroad.

## YOUR BENEFITS

- You will interact in an exclusive context with experts in all skills and disciplines relevant to international expansion.
- You will have the opportunity to test and broaden your knowledge.
- Each expert will dedicate ½ hour reviewing your case with you personally, challenging your premises, helping you to find solutions, ready to make available his/her network of contacts.
- You will socialize with your co-trainees during an intense period of three days, discovering new horizons and creating new loyalties.
- The Get Together event organized by the European Multimedia Associations Convention in the evening of the second day will allow you to meet with a broad array of businessmen, financiers, professionals, EU officials etc.
- At the end of your course, you will have completed your international business expansion plan and will be ready to go!
- The European Multimedia Accelerator will be available at any time, before, during and after the course to support your expansion with a broad portfolio of services and a large network of contacts worldwide.

## THIS INITIATIVE IS SUPPORTED BY:



[www.e-multimedia.org](http://www.e-multimedia.org)



European Multimedia Associations' Convention  
[www.e-multimedia.org/associations](http://www.e-multimedia.org/associations)



Innovationszentrum Itzehoe  
[www.izet.de](http://www.izet.de)



International Network for Terminology  
<http://linux.termnet.org>

The **European Multimedia Forum (EMF)** is the main European not-for-profit organisation promoting the competitiveness of the converging digital media industries in the global market place. Its objectives are to promote the new business models in the digital economy, encourage international business expansion, stimulate the introduction into the market place of new multimedia tools and services, contribute to the development of a business-friendly regulatory framework and facilitate contacts and exchanges between business and policy-makers.

The **European Multimedia Associations Convention (EMMAC)** is the co-ordination & co-operation platform of Europe's multimedia associations. It constitutes a Europe-wide network of more than 5000 corporate members. One of EMMAC's core objectives is to promote the European multimedia industries at pan-European and international level.

The **Innovationszentrum Itzehoe (IZET)** is a centre for technology transfer and entrepreneurship, setting up new business in micro technologies (microelectronics, MEMS, nano-technologies) and information technology related applications, e.g. innovative Internet based services and electronic business. IZET's mission is to stimulate and support new businesses, companies and product innovation for the benefit of user industries.

**TermNet** constitutes an international business network and cooperation forum for companies, institutions and organizations who aim at developing a world-wide market for terminological products, tools and services, which are indispensable for information and knowledge management as well as for the knowledge and contents industries at large.

**Taking your business international: [www.e-multimedia.org/accelerator](http://www.e-multimedia.org/accelerator)**