



EXPORT & INTERNATIONALIZATION

▮ **FAST-TRACK TO NEW MARKETS**

▮ **STRATEGIC & OPERATIONAL ASSISTANCE**

YOUR ADVISOR



12 INTERNATIONAL ADVISORS

5000 IIB ACREDITTEDED ADVISORS



Institute of independent business

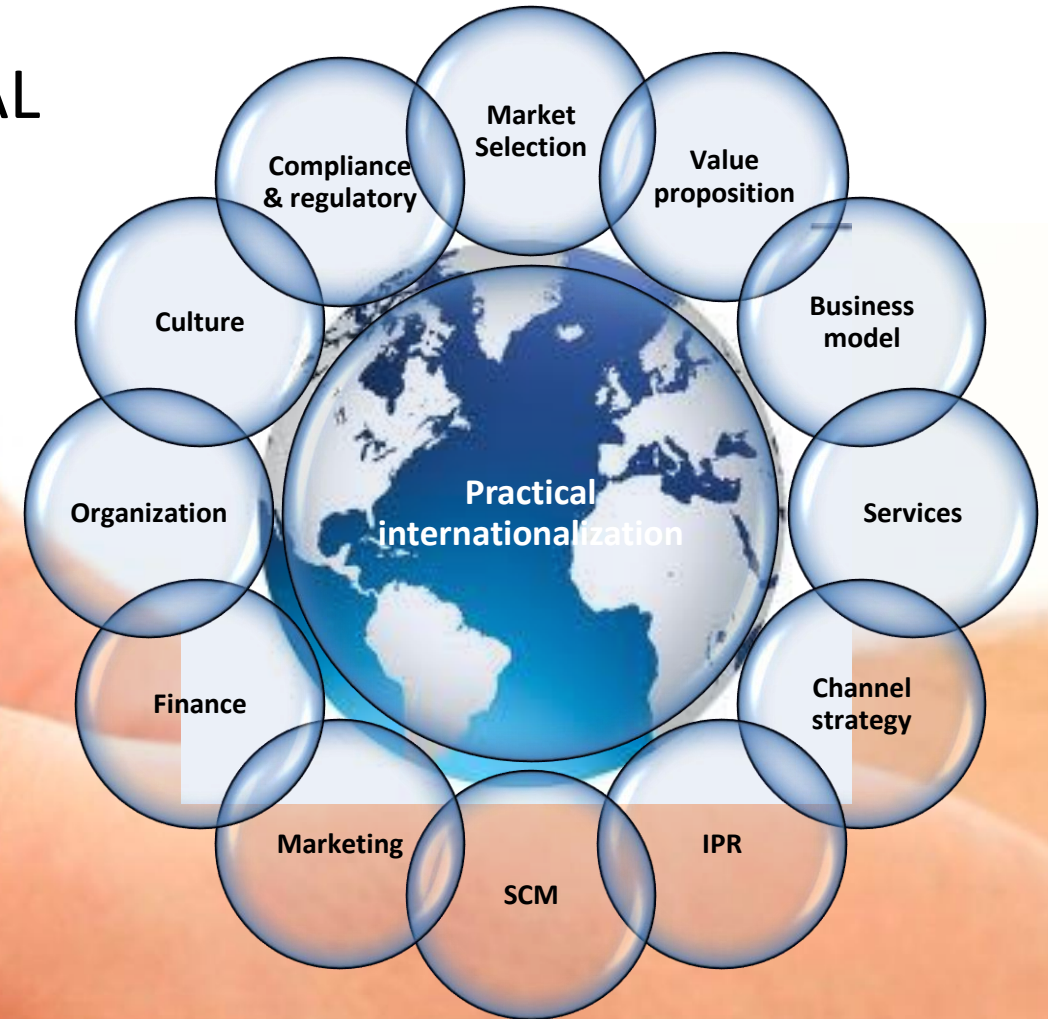
Practical advice that works

- A. Global reach with local expertice**
- B. Strategic & operational**

VIRKON SERVICE DELIVERY FORMAT



VIRKON OFFER EXPERT ADVICE, OPERATIONAL ASSISTANCE & LOCAL PRESENCE



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- ✓ Establishment in new markets
 - ✓ Growth via export
 - ✓ Practical internationalization
 - ✓ Going global – starting small

FASTER ROUTE TO REAL BUSINESS



- INNOVATION PIPELINE QUALITY
- INNOVATION CULTURE
- FUTURE GROWTH PLATFORMS

INNOVATION MANAGEMENT

INNOVATION DISCOVERY & ENABLEMENT
QUALIFICATION OF INCUBATIONS
COMMERCIALIZATION IMPACT
INNOVATION PRIORITIES

- GO TO MARKET POWER
- SALES CULTURE & LEADERSHIP
- MARKET PRIORITIES

COMMERCIAL POWER

PERFORMANCE IMPROVEMENT
MARKET HOT-SPOT ASSESMENT
KICK-START IN NEW MARKETS
COACHED&MANAGED SALES LEADERSHIP

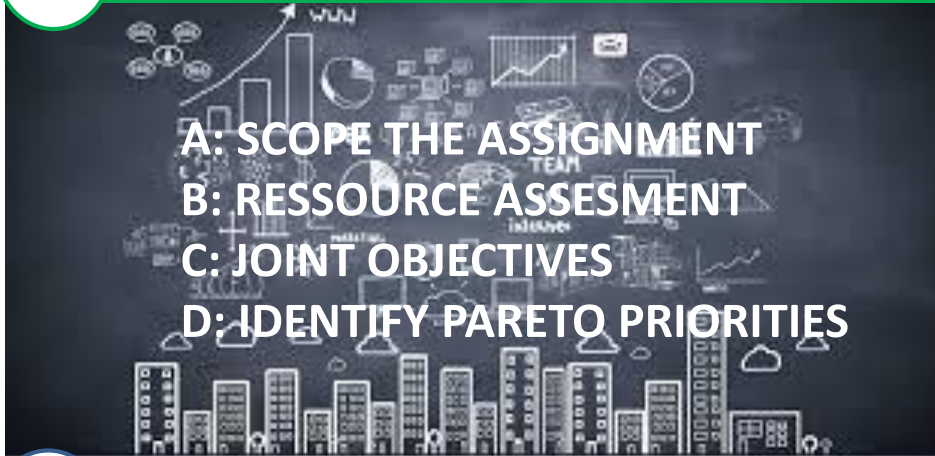
- BUSINESS DIGITALIZATION
- VALUE CHAIN OPTIMIZATION
- CAPITAL MANAGEMENT

FINANCIAL PLATFORM

PERFORMANCE KPI PRIORITIES
SOURCING ASSESMENT
FINANCIAL REQUIREMENT
VALUE TRACKING

1

ACCELERATOR KICK START 1 DAY



- A: SCOPE THE ASSIGNMENT
- B: RESSOURCE ASSESMENT
- C: JOINT OBJECTIVES
- D: IDENTIFY PARETO PRIORITIES

2

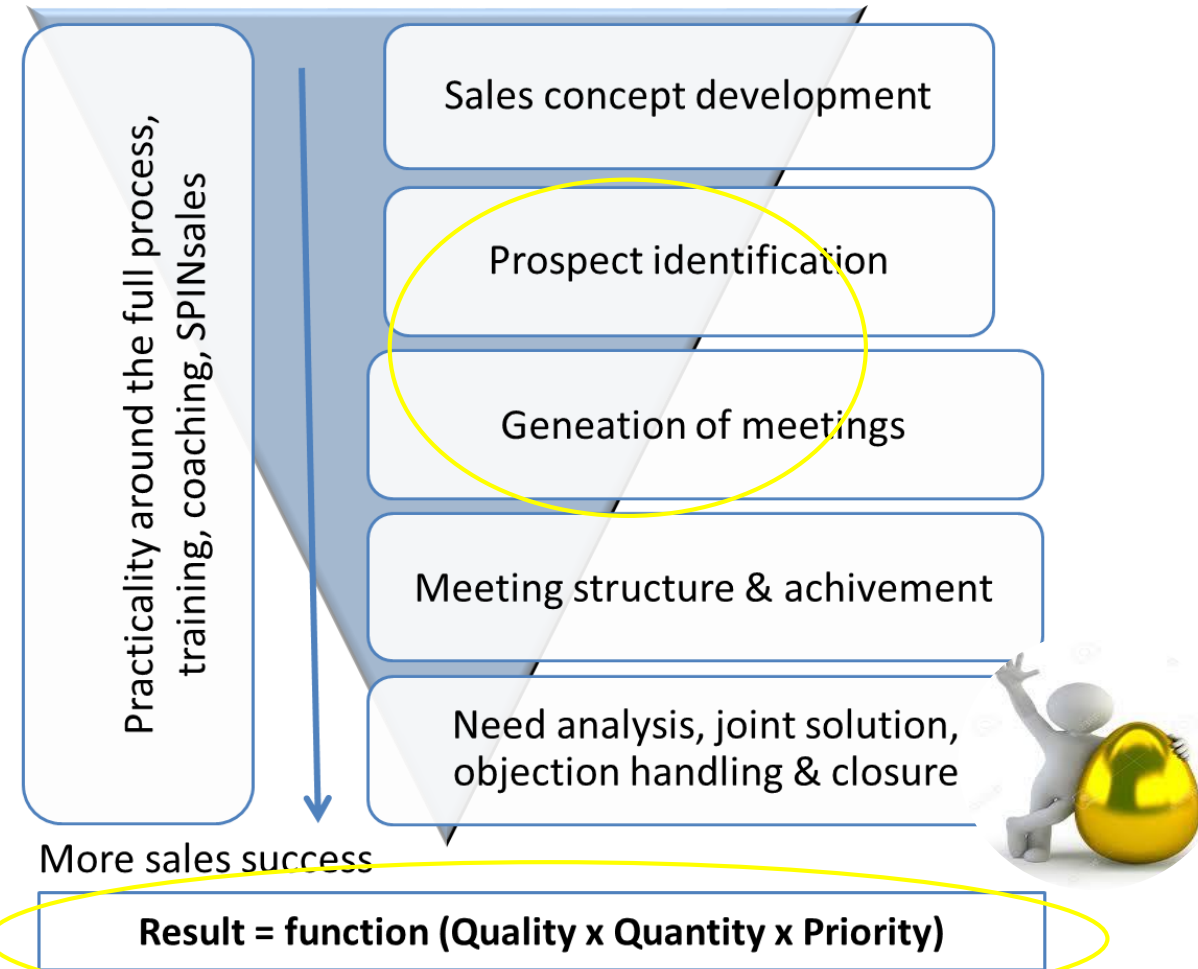
ACCELERATOR STRATEGY 4 DAYS



- A: SALES TOOL BOX
- B: IDENTIFY OPPORTUNITIES
- C: GTM ACTIVITY
- D: MARKETING PLAN

3

SALES OPERATION GROWTH TRACK 3-6M



CHINA → EUROPE

- Market testing in EU
- Innovation collaborations
- Supplier readiness assessment
- Establish business (legal entity) in EU
- Build GTM strategy & plan
- Implement GTM plan
- Actual trading/business in EU
- Managed sales in Europe

DENMARK → CHINA & ASIA

- Product sourcing assessment
- Outsourcing evaluation & partner identification
- Establishment of business in new markets
- Build GTM strategy & plan
- Implement GTM plan
- On-site representation
- Actual trading/business in China or Asia



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