

# 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)*



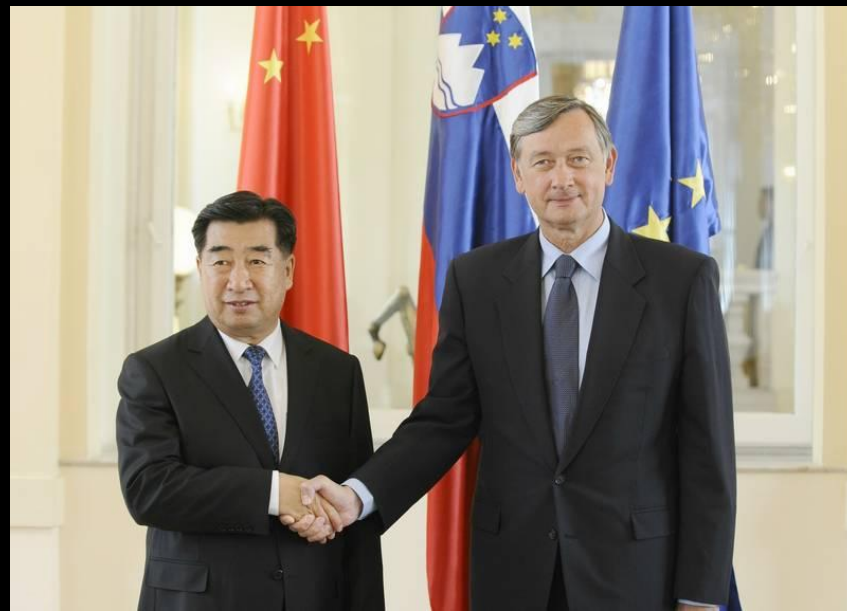


# Networking events: Business delegations abroad





## *Networking events: Business delegations abroad*



# *Networking events: Cultural events & seminars on »how to enter ...«*



# Social networking & events

## Business angels and VC capital

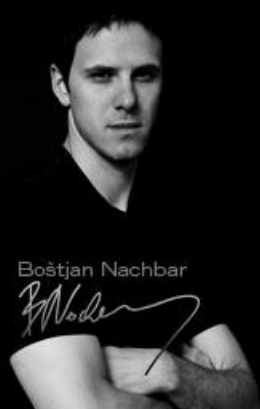






# Networking: Ambassadors of your product

SMUČI   DRŠALIŠČE   ŽOGE   BADMINTON   DRESI



Boštjan Nachbar



Mitja Kunc



Aleš Pajovič



Marcel Rodman

**FIDA**  
PROFESSIONAL SPORT EQUIPMENT

# Networking: Ambassadors of your product



Mnenja naših strank

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



**Helena Blagne**

Mnenja naših strank

"Vsem, ki me sprašujejo, ali res deluje, odgovorjam, saj vidite!,"



**Natalija Verboten**

Mnenja naših strank

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



**Manca Špik**

Mnenja naših strank

"Počutim se popolnoma prerojeno!,"



**Saša Lendero**

## DELO

ponedeljek, 17.10.2011

Novice **Gospodarstvo** Šport Kultura Družba Mnenja D zgodbe Tu

Gospodarstvo > Podjetja > Donald Trump v trgovini Macy's predstavlja kristal Rogaške

3 Tweet 0 Priporoči

### Donald Trump v trgovini Macy's predstavlja kristal Rogaške

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

A. V. B., Delo.si  
pon, 12.09.2011, 10:59



foto: Danilo Utenkar/Delo

Podjetje Rogaška USA je oktobra lani predstavilo sodelovanje s Trumpom, ki je priznal, da ga je pomagala prepričati tudi njegova soproga slovenskega rodu Melanija Trump. Vendar pa je

# Social Networks

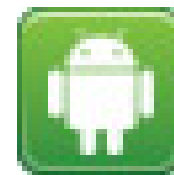
## Oglaševanje preko socialnih omrežij

**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 pomembna pri gradnji povezovanj uporabnikov, saj uporabniki gradijo vašo znamko ter prodajo. S praviim pristopom na socialna omrežja lahko z vašimi strankami ali potencialnimi kupci komunicirate na bolj osebni ravni, se povežete z njimi bolj 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*

*meetings in  
sauna*

## The Telegraph

HOME NEWS SPORT FINANCE COMMENT BLOGS **CULTURE**

Film Music Art Books TV and Radio Theatre Hay Festival

Culture

### Finland: home of the tango



Image 1 of 2

You know when you've been tangoed: dancers in the street at Finland's biggest tango event



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

*Negotiation?  
do not bargain, be  
realistic and sincere*



## **Good practices: joint venture - Iran**

### **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

➔ RAZVOJ INOVACIJ PO NAROČILU

➔ SODELOVANJE Z INOVATORJI IN INVESTITORJI

➔ RAZVOJ INOVACIJ ZA PROSTI TRG



## OKVIRČEK ZA DIAPOZITIVE

Več kot dve leti se je ta izdelek, ki je tehtal manj kot dva grama, razvijal in na koncu uspel do te mere, da so ga uporabile vse vodilne fotografske družbe kot so Kodak, Agfa in druge. Razvoj izdelka, ki je med drugim zahteval skoraj 2 milijona tedanjih nemških mark, pa je nato več desetletij omogočal službe več tisočim ljudem. Dobički so bili ogromni, proizvodnja je štela več milijonov dnevno, izdeluje pa se še dandanes.

1 2 3 4 5 6 7 8

KDO JE PETER FLORJANČIČ

Zanimivo

Produkti

## **Good practices: Licencing - ICT**

### **How to start business contacts?**

*delegations abroad - presentation events*

*Incomming 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!*



