

ENRICH in Brazil 4-day online academy

Go global: how to expand your business abroad

13th - 15th - 20th - 22nd October 2020



CENTRO DE INOVAÇÃO BRASIL-EUROPA



An **intensive and interactive training course** specially designed to help European companies develop global competences to enter new markets, in this case focusing on the Brazilian market.



Participants will explore strategies for **international expansion**, understand how and where to expand, and gain the necessary **skills and insights** to start doing business in Brazil.



Personalised **mentoring and feedback** throughout the course, with the possibility of additional one-to-one coaching to follow-up afterwards.



Services

What will the course give me?

- Use of internationalization **tools**, such as the market calculator and internationalization canvas
- Understanding of how to implement a **global perspective** into your business model
- Knowing when the **timing** is right to chase global markets
- How to select the most **strategic region** for your business
- **Lean strategies** to validate international markets
- Lean strategies to enter **new markets**
- How to deal with different **business cultures**
- Access to ENRICH in Brazil **worldwide network** to support your expansion
- An **international mindset**



Target group

Who is the course for?

Scaleups

Tech **companies** keen to expand internationally

Startups

Early stage **entrepreneurs** unaware that their product or services can reach global markets



Entrepreneurs

Tech savvy and innovative **individuals** keen on exploring and exploiting new market opportunities



Course overview

What does the course cover? (i)

DAY 1 – 12th October

Module 1: Getting started with your international expansion

Duration: 3h00

2h00 Workshop

1h00 Activities

Goal:

Share overview of the program, 1-min round of pitches and introduction to the internationalization process.

Topics:

- a) Reasons to go international
- b) Expectations, goals, and KPIs
- c) Resources to be invested
- d) Common mistakes and best practices (Do's and Don'ts)
- e) Internationalization canvas

DAY 2 – 15th October

Module 2: Choosing your next market

With the participation of the ENRICH in Brazil Soft-landing Hubs: Porto Digital, tecnoPARQ, Parque Tecnológico - São José dos Campos, Sistema FIEP

Duration: 2h30

1h30 Workshop

1h00 Activities

Goal:

Understand how to select the right country for expansion.

Topics:

- a) Market selection process
- b) Defining your market selection criteria
- c) Market research
- d) International market fit calculator

Course overview

What does the course cover? (ii)

Day 3 – 20th October

Module 3: Lean strategies for international expansion

Duration: 3h00

2h00 Workshop

1h00 Activities

Goal:

Share best practices to reduce risks and accelerate the market entry process.

Topics:

- a) How to validate your assumptions before committing too many resources
- b) Market entry strategies
- c) Tools and hacks for international expansion

Day 3 – 22nd October

Module 4: Business Culture in Brazil

Duration: 2h00

2h00 Workshop and discussions

Goal:

Highlight the main cultural differences when doing business in Brazil, as well as provide practical insights on how to deal with them.

Topics:

- a) Cultural aspects: communication, evaluation, leadership, decision making, building trust, disagreeing & scheduling.
- b) Best practices to do business in Brazil.

Training course with Rodrigo Olmedo

Rodrigo Olmedo is a Brazilian entrepreneur with a background in marketing and international business. He has lived in three continents and co-founded two companies - one digital marketing agency and uGlobally, an organization that helps tech companies access new markets.

Through uGlobally, Rodrigo has created unique processes, new tools, and soft-landing opportunities for tech companies around the world. Thanks to that, uGlobally has already involved influential ecosystem players and startups from +35 nationalities in its projects.

In addition to that, Rodrigo is a guest lecturer at The Hague's University, a speaker in different events, a facilitator in European projects, and a mentor for accelerator programs around the world.



Essential information

Dates & registration

Date: 13th, 15th, 20th, 22nd October 2020

Time: 15:00 CEST

Location: Online

Course duration: 10.5 hours (divided into 4 modules over 4 dates)

Group size: Max. 10 per group (registrations will be dealt with on a first come first serve basis)

Registration deadline: 25 September

One-to-one coaching: Tailored sessions available for course participants upon request (fees will apply)

LIMITED PLACES - SAVE YOURS NOW!

Sign up:

<https://bit.ly/3iSMSKR>

**For more information
contact:**

brazil@enrichcentres.eu

Free of charge!

**The course must be taken as a whole- It is not possible to choose individual modules. Group interaction is essential and so recorded sessions will not be available.*



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