

ENTER THE EUROZONE

SUPPORTING EUROPEAN
MARKET ENTRY



ENTER THE EUROZONE PROGRAMME

One of the world's most dynamic, prosperous and stable markets is on your doorstep. The Eurozone offers significant and untapped opportunities for Irish companies.

Enterprise Ireland has developed a unique programme to help you take advantage of these opportunities. Our new 'Enter the Eurozone' programme aims to open Europe's doors to ambitious Irish exporters.

Delivered by ESMT European School of Management and Technology, Berlin, the programme is also supported by one-to-one Business Advisors led by IMS Marketing who support companies to develop a European market entry plan.

Who Should Apply

The programme is aimed at CEOs and one senior colleague of Irish companies currently exporting with no significant presence in a Eurozone market.

Growing your Business into the Eurozone

For Irish companies with vision, the Eurozone offers incredible growth opportunities:



Growing and Diverse Market



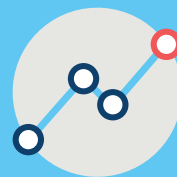
Same Currency and Regulations



Easy to Reach Market

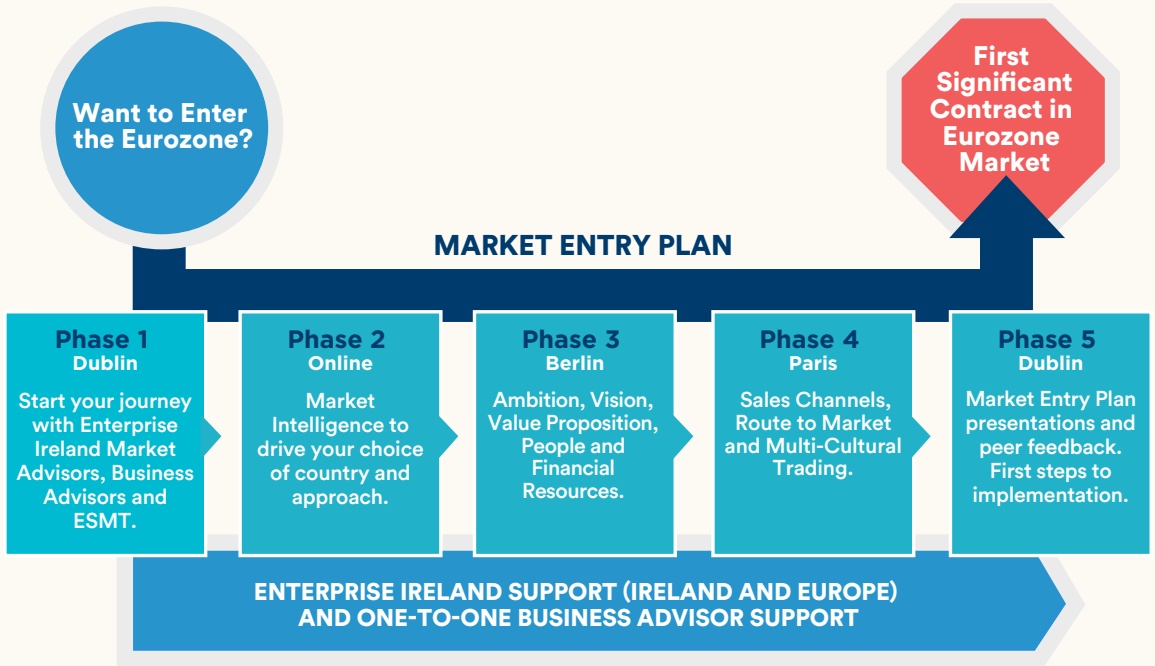


Open for Business



Key Enterprise Ireland Strategy

Your Programme Journey



Programme Approach

EDUCATIONAL MODULES

Companies are guided by world-class business educators from ESMT, who deliver face-to-face and online modules.

BUSINESS ADVISORS

Each company is assigned an experienced Business Advisor led by IMS Marketing who help embed the key learnings and support the implementation of Market Entry Plans.

PEER-TO-PEER

Companies avail of peer learning opportunities with fellow participants to overcome key challenges. Further supported by Enterprise Ireland's experienced Market Advisors from our Eurozone offices and Development Advisors here in Ireland.

eiLearn.ie

Key Programme Dates

Application Deadline	Friday 30th August 2019
PHASE 1 Start your Journey	7th and 8th October 2019 Dublin
PHASE 2 Market Intelligence	4 weeks (weekly check-in with Business Advisors) Online
PHASE 3 Preparation Module	6th to 8th November 2019 Berlin
PHASE 4 Execution Module	16th and 17th December 2019 Paris
PHASE 5 Market Entry Plan Presentations and Peer Review	January 2020 Dublin
Ongoing one-to-one Business Advisor Engagement	January to March 2020 Dublin

Our Partners



The European School of Management and Technology (ESMT Berlin) was founded in 2002 by 25 European companies and institutions. It prides itself as being 'founded by business for business' and for the quality of its team and their experience in working with companies of all sizes. Situated in the heart of Berlin, Germany's start-up capital and innovation hub, ESMT is ranked by the Financial Times as 12th worldwide for Executive Education and 18th worldwide for customised programmes. It is one of four business schools in Germany with the Triple Accreditation.



IMS Marketing are Business Advisors who specialise in supporting companies looking to export to an international market for the first time, as well as established export companies wanting to expand. Based in Galway, IMS Marketing were founded in 2004 and have helped numerous companies to develop their business across 16 different countries using a variety of sales channels.

Programme Team



Nan Guo - Programme Director - ESMT

Before joining ESMT Berlin, Nan was on the frontline of market entry projects for German corporates, medium-sized companies and startups in higher education. She played a key role in bringing German products and services to the Chinese market and has rich experience in building intercultural teams and preparing organizations for their market expansion.



Kevin Moran - Lead Business Advisor - IMS Marketing

Founder of IMS Marketing, Kevin leads a team of experienced business advisors, who assist export-oriented companies in the marketing of their products and services across global markets. Kevin has over 20 years' international sales and marketing experience spanning a wide number of industry sectors. In 2004, he was awarded 'International Marketing Person of the Year' in Ireland.



Bianca Schmitz - Co-Director, Hidden Champions Institute - ESMT Berlin

Bianca is a co-director of the Hidden Champions Institute (HCI) with a focus on agile innovation processes in smaller business. She studied Regional Sciences of Latin America at the University of Cologne with a focus on economics and the Spanish language. Bianca worked for three years at the International Association for Sports and Leisure Facilities (IAKS), in Cologne and worldwide.



Johannes Habel - Visiting Professor, ESMT Berlin and Associate Professor - Warwick Business School

Johannes is an Associate Professor with a focus on Sales Management, Johannes' primary areas of interest are the digital transformation of the sales function as well as sales psychology. At ESMT Berlin, Johannes also served as a Co-Director of the Hidden Champions Institute (HCI). Johannes studied Business Administration at Mannheim University and graduated from Harvard Business School's Global Colloquium.



Francis de Véricourt - Professor of Management Science - ESMT Berlin

Francis was the first Associate Dean of Research at ESMT and held faculty positions at Duke University and INSEAD, where he also was the Chaired Professor of Sustainable Development. His general research interest is in the area of analytics and decision science. He has extensive experience in executive education and corporate learning solutions.



Prof. Harald Hungenberg - Dean of Executive Education - ESMT Berlin

Harald is the newly appointed Dean of Executive Education at ESMT Berlin. He works as a consultant and lecturer for strategy, innovation and change management. Previously, Harald was Chaired Professor and Head of the Management Institute at Friedrich-Alexander-University, having studied business administration at Justus-Liebig-University and at MIT.



Dr Jens Weinmann - Programme Director, Executive Education - ESMT Berlin

Jens specializes in the topics of Innovation Management and Entrepreneurship. Before joining the executive education team of ESMT Berlin, he worked as project manager of the Market Model Electric Mobility, a research project financed by the German environmental ministry (BMU). Jens graduated from Technical University Berlin and received his PhD in Decision Sciences from London Business School.

Programme Outputs

Develop a Market Entry Plan

Target first significant contract win in a Eurozone market

Engage with Enterprise Ireland follow-on support

Gain confidence to enter additional European markets

Programme Costs

The subsidised cost of the programme is €1,280 per company (excl. VAT). This covers the CEO and one senior colleague.

Travel and hotel costs are not included.

Booking early is advisable as places are limited.

How to Apply

Complete the online form via the following link :
www.enterprise-ireland.com/enter-the-eurozone

- Now open for applications.
 - Closing date - Friday 30th August 2019.
 - Successful companies will be notified in early September 2019 and will be invoiced for payment prior to the programme starting.
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More Information



For more information, please contact Paul Browne,
Enter the Eurozone Programme Manager.

E: Paul.Browne@enterprise-ireland.com
T: 01 727 2329

