

# ENTER THE EUROZONE

**SUPPORTING EUROPEAN  
MARKET ENTRY**

**SPRING 2020 START**



# 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



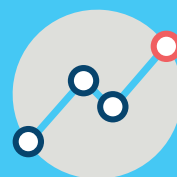
Same Currency and Regulations



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](http://eiLearn.ie)

## Key Programme Dates

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|---|--|
| <b>Application Deadline</b>                                       | <b>Friday 7<sup>th</sup> February 2020</b>                               |
| <b>PHASE 1</b><br>Start your Journey                              | <b>Tuesday 31<sup>st</sup> March 2020</b><br><b>Dublin</b>               |
| <b>PHASE 2</b><br>Market Intelligence                             | <b>5 weeks (weekly check-in with Business Advisors)</b><br><b>Online</b> |
| <b>PHASE 3</b><br>Preparation Module                              | <b>13<sup>th</sup> to 15<sup>th</sup> May 2020</b><br><b>Berlin</b>      |
| <b>PHASE 4</b><br>Execution Module                                | <b>16<sup>th</sup> to 17<sup>th</sup> June 2020</b><br><b>Amsterdam</b>  |
| <b>PHASE 5</b><br>Market Entry Plan Presentations and Peer Review | <b>Monday 31<sup>st</sup> August 2020</b><br><b>Dublin</b>               |
| <b>Ongoing one-to-one Business Advisor Engagement</b>             | <b>April to July 2020</b><br><b>Ireland</b>                              |

## 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 has just been ranked by the Financial Times as 9th in Europe and first in Germany. 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.



### **Ulf Schäfer - Affiliate Senior Program Director - ESMT Berlin**

Ulf was previously the director and head of Strategy Consulting at Sapient, a manager at DaimlerChrysler, the co-founder of the Launch Group, a strategy consultant with A.T. Kearney and a lecturer of philosophy at Bonn University. He studied in Bonn, Knoxville, and Berkeley as well as Business Admin in Rotterdam and London (Canada).



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

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.



### **Matthew Mulford - Visiting Professor at ESMT Berlin, Adjunct Professor at HEC Paris**

Matt has designed and taught customised executive programs for various institutions around the world and across a variety of industries in more than 20 countries. He has won university-wide outstanding teaching awards at both the University of Oregon (where he gained his Ph. D.) and the LSE. He has run the open enrollment programs of ESMT on negotiations for over 10 years.



### **Prof. Dr. Martin Kupp - Visiting Professor at ESMT Berlin, Associate Professor ESCP Europe**

Martin Kupp is an associate professor of entrepreneurship at ESCP Europe, Paris. His recent publications have appeared in California Management Review, MIT Sloan Management Review, Business Strategy Review, Info Journal, Financial Times, The Economist, The Economic Times of India and the Wall Street Journal.



### **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

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## Programme Costs

The subsidised cost of the programme is €1,490 per company (excl. VAT). This covers the CEO and one senior colleague. Travel and hotels are booked by each company, and are not included in the programme fee.

While we recognise business needs, Enterprise Ireland can only offer the subsidy with full participation by both company representatives (the CEO and senior Manager) during all dates and reserves the right to review this subsidy at the end of the programme.

Booking early is advisable as places are limited.

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## How to Apply

Complete the online form via the following link:  
[www.enterprise-ireland.com/enter-the-eurozone](http://www.enterprise-ireland.com/enter-the-eurozone)

- Now open for applications.
  - Closing Date for applications: Fri 7th February 2020.
  - Please note that it is a competitive selection process and we expect the programme to be oversubscribed. Companies that apply earlier have a slight advantage in the selection process.
  - Successful companies will be notified in early March 2020 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.

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