

# ENTER THE EUROZONE

**PREPARING FOR YOUR FIRST  
EUROZONE CONTRACT WIN**

Ireland, Berlin, Amsterdam  
and Online, as guidelines allow

STRATEGIC



# ENTER THE EUROZONE PROGRAMME

Still 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 '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 from Irish companies who don't (yet) have a 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



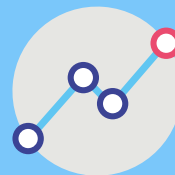
Same Currency and Regulations



Easy to Reach Market



Open for Business



Key Enterprise Ireland Strategy

The quality and impact of the Enter the Eurozone Programme has won international recognition – including the EFMD Global Award for Ecosystem Development



Excellence  
in Practice  
**SILVER** 2020

# 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 development of your Market Entry Plan.

### 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

<b>Open Now for Applications</b>	Evaluations take place end July and end Aug - early entries are scored higher.
<b>PHASE 1</b> Start your Journey	Kick Off Event mid-September, ongoing one-to-one meetings and Market Intelligence gathering
<b>PHASE 2</b> Strategic Preparation	October 4th-7th <b>Berlin</b>
<b>PHASE 3</b> Validate your Business Model	October, November Work one to one with your business advisor to apply the lessons you have learned
<b>PHASE 4</b> Execution Preparation	November 17th-18th <b>Amsterdam</b>
<b>PHASE 5</b> Market Entry Plan Presentations and Peer Review	February 9th <b>Dublin – or online</b>
<b>Ongoing one-to-one Business Advisor Engagement</b>	Sept 2022 to February 2023 Ireland

## 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 was founded in 2004 and have assisted hundreds of companies to develop internationally using a variety of sales and marketing 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.

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### **Denise Kennedy – Lead Business Advisor – IMS Marketing**

Denise has more than 18 years of international marketing experience spanning a wide number of industry sectors. In her role at IMS Marketing she works on a daily basis with a mix of ambitious Irish SMEs and multinationals seeking to grow their businesses internationally. Denise is also an Executive Coach & Business Mentor for several organisations in Ireland and Europe.

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### **Ulf Schäfer - Associate Professor of Practice Leadership, SDA Bocconi Milan**

Ulf is an Associate Professor of Practice Leadership, Organization & Human Resources of SDA Bocconi in Milan and an affiliated program director at ESMT Berlin. Ulf was previously a lecturer of Philosophy, a strategy consultant, a co-founder of The Launch Group, a manager at DaimlerChrysler, and the director and head of strategy consulting at Sapient.

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### **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.

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### **Francis de Vericourt - Director of the Center for Decisions, Models and Data (ESMT)**

Francis was the first Associate Dean of Research at ESMT and held faculty positions at Duke University and INSEAD. He has received multiple outstanding research rewards and is the co-author of "Framers: Human Advantage in an Age of Technology and Turmoil" and articles for Management Science, Operations Research, American Economics Review.

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### **Klaus Hilleke – Senior Advisor and Former CEO Simon Kucher and Partners**

Klaus spent his professional career with Simon Kucher and Partners, the worldwide leading consulting company for pricing topics. He was a member of the Executive Board and CEO from 2008 to 2016 having started the company activities in the US. Klaus currently engages as a business angel and investor supporting start-up companies in the social media, life sciences and software area.

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# Spotlight on Eurozone Market opportunities

The Eurozone provides stability based on a common currency, amid the global challenges caused by COVID 19 and Brexit.

The Eurozone is an extension of Ireland's home market with all the opportunities of the biggest free-trading area in the world – including:

## FRANCE

France leads Europe in attracting Foreign Direct Investment with manufacturing, corporate HQs and retail the main beneficiaries. The largest agricultural producer in Europe, it is a destination for machinery, material handling, transport & logistics and engineering clients. In 2019, the E.U nominated it as 'top digital riser' alongside its traditional position as the world's No. 1 tourist destination.

## SPAIN

Well connected, Spain is the world's second favourite tourist destination with Europe's largest high-speed rail network and fastest growing fibre optic network – giving opportunities for banking and hospitality solution providers as well as a flourishing data centre market. What may surprise you is Spain's position as the top producer of organic agriculture, and global leader in the field of organ donation and transplant.

## ITALY

Italy is the EU's 2nd largest manufacturing nation with Lombardy, having the 2nd highest GDP of any region in Europe. Italy is a world-leader in food, fashion and design and is the No.1 pharma manufacturer in Europe. Opportunities also exist in the rapid adoption of digital solutions and innovative technologies in traditional industries.



## What previous participants have to say



The Eurozone programme provided us with all the tools we needed to explore how to break into Spain (our chosen Eurozone market). ESMT Berlin provided a professional practical environment which worked surprisingly well online. The full team ESMT, EI and our dedicated BA worked especially well as a team to ensure that all of our assumptions were challenged to provide a framework of real substance, not just a box ticking exercise.

**Mick Kelly**  
CEO, Simply Workflow



The programme provided great structure for us to set aside dedicated time to develop our market entry strategy for the French market. We came away with a clear path and strategy in place and a deep understanding of the market and where our offering fits. We have just secured our first French retail contract thanks to the Eurozone programme.

**Nicola Connolly**  
Nunaia



Focus on getting your value proposition ready for export. This is critical before going out to the marketplace. What is your value proposition and how is it better than the existing offering? Also, how will relationships between the local partner and end customers work – upstream and downstream? This needs to be well thought out, future-proofed, and robust in the event of any future disputes.

**Geoff Fitzpatrick**  
Director, Fitz Scientific

## Programme Outputs

This intensive 5 month programme, developed for the unique needs of the Irish SMEs, will strategically prepare your business for market entry success in a new Eurozone market.

Assess a new Eurozone market for your business

Target first significant contract win in a Eurozone market

Develop a Market Entry plan with one to one support

Certificate of completion from ESMT Berlin

Strategy, skills and methodologies to scale your exports

In-market support from Enterprise Ireland to execute plan

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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.

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## Apply Early – Places are limited

Complete the online form via the following link:

[www.enterprise-ireland.com/enter-the-eurozone](http://www.enterprise-ireland.com/enter-the-eurozone)

- Application open now – evaluations end July and end Aug with early entries are scored higher.
- 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 as soon as possible after application and will be invoiced for payment mid September.

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## For more information please contact:



**Paul Browne**  
Enter the Eurozone Programme Manager  
E: [Paul.Browne@enterprise-ireland.com](mailto:Paul.Browne@enterprise-ireland.com)



**Emily Gallen**  
Eurozone Start Lead  
E: [EZStart@Enterprise-Ireland.com](mailto:EZStart@Enterprise-Ireland.com)