



# 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 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



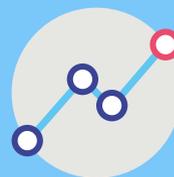
Same Currency and Regulations



Easy to Reach Market



Open for Business



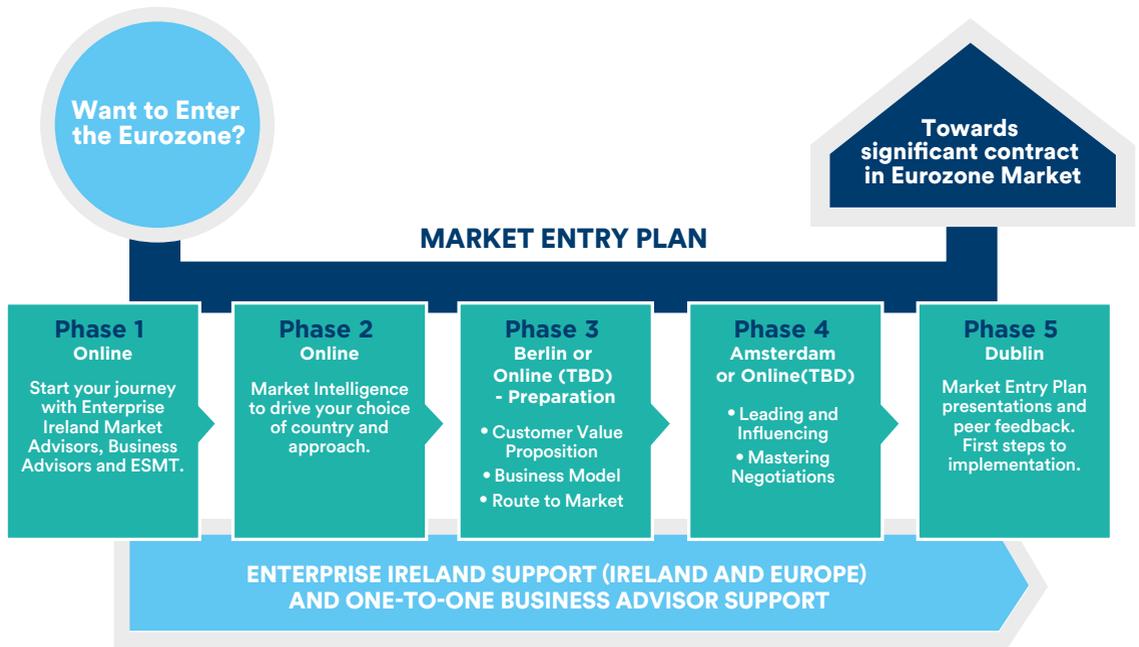
Key Enterprise Ireland Strategy

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>Application Deadline</b>	<b>June 24th</b> Onboarding - first two weeks September
<b>PHASE 1</b> Start your Journey	September 14th, with additional one-to-one meetings <b>Dublin – or online</b>
<b>PHASE 2</b> Market Intelligence	6 weeks (weekly check-in with Business Advisors) <b>online</b>
<b>PHASE 3</b> Preparation Module	October 27th-29th <b>Berlin Module – or online TBD</b>
<b>PHASE 4</b> Execution Module	December 6th-7th <b>Amsterdam Module – or online TBD</b>
<b>PHASE 5</b> Market Entry Plan Presentations and Peer Review	February 1st <b>(Dublin – or online)</b>
<b>Ongoing one-to-one Business Advisor Engagement</b>	September 2021 to January 2022 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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### **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.

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

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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### **Olaf Plötner - Professor and founding member - ESMT Berlin**

Olaf's current research and teaching focus on strategic management, industrial market management, and sales management in global B2B markets. Olaf is a visiting professor at Darden School of Business/ University of Virginia and Chinese Executive Leadership Academy Pudong (Shanghai) and previously was a consultant at the Boston Consulting Group in Frankfurt and a director at Siemens AG in Boston.

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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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### **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.

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# Spotlight on Eurozone Market opportunities

In addition to continued strong performance from Germany, The Netherlands and Belgium, The Eurozone team would like to spotlight key opportunities in:

## FRANCE

France leads Europe in attracting FDI 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 with 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



100% would recommend. The insights gained throughout the week was incredible. The opportunity to work with the staff from ESMT has been amazing, and truly shows why they are as highly praised as they are. The ability to engage and look at situations so familiar from different approaches really helped achieve it for ourselves also. Answers were brought out of us and not given.

**Shane Connolly**  
Director Of Business  
Development, Trinzo



Fast-paced but presented in a fun, engaging manner.

**Charlotte Bird**  
CFO, Ark Energy



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)

- Now open for applications until Thur 24th June.
- 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 mid-July 2021 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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