

TRAINING PROGRAM

JUMP-HIGH AND LANDING SOFT EFFECTIVELY

*Training in the Fundamentals of Internationalisation Strategies
for Science Based Incubators and Accelerators*

Sunday 27th of November 2011
Ecentre limited, Auckland, New Zealand



TOPICS:

Introduction to international business development strategies
Assessing business readiness to enter overseas markets
Analysing international markets & opportunity spotting
Introduction to soft landing strategies
Pre-conditions for soft landing: facilities & services
Finding appropriate partners & support systems

Organisation:



In cooperation with:



Trainers:

Thomas Strodbeck, NBIA
Klaus Plate, WIN



INTRODUCTION

For high-tech start-up companies, internationalisation is the best way to make a growth-jump and turn into a ‘gazelle’ or global innovator. In order to facilitate this, incubators and accelerators can develop specific internationalisation strategies and services that can make this growth-jump, of your “international” tenants, faster and more smoothly.

During this one day training course you will explore the fundamentals of these internationalization strategies where we will focus on both the sending and the receiving part. Therefore, the morning session will address the following questions which relate to sending your ‘born global’ tenants abroad:



- How to effectively assess the business readiness from your ‘born global’ tenants?
- Where to find the best business opportunities by analysing international markets?
- How to find the most appropriate partners and support systems effectively?

The afternoon session of this training will be directed towards creating sustainable and effective international soft landing locations. This session will emphasize the issues:

- Which pre-conditions need to be in place in order to facilitate effective soft landing?
- Where to find appropriate partners and support systems in the region?
- How to market your soft landing location and distinguish yourself from peers?

The aim of this specific training is to let incubator and accelerator managers become acquainted with the fundamental elements of internationalization strategies, so that it offers you insight in:



- chances and pitfalls of internationalization strategies for incubators and accelerators
- effective instruments and services to support global innovators
- opportunities to successfully organize your embeddedness in regional innovation systems and connectivity to national & international innovation instruments
- practical handles for your organization to effectuate your internationalization strategy (gap analyses)

Instruments

- Experienced and inspiring trainers
- Literature and theoretical background information
- Global examples & best practices
- Cases & experiences from trainees
- Networking

Target Group

- Science Based Incubator Managers
- Managers of Accelerator Programs
- Employees of Technology Incubators with international programs

We are looking forward to meet you in Auckland, New Zealand!



Klaus Plate
President Advisory Board
World Incubator Network (WIN)



Thomas Strodtbeck
Director Events & International Programs
National Business Incubation Association (NBIA)



Training program Sunday 27th of November 2011

08.15u Departure from hotel, by bus, to location: **Ecentre Limited**, Auckland

08.45u Registration & Coffee

09.00u Welcome & Introduction by trainers

PART I: Jumping high effectively: supporting global innovators to go abroad

10.00u TRAINER: **Thomas Strodtbeck**

- Introduction to international business development strategies
- Assessing business readiness to enter overseas markets
- Analysing international markets: where do the best opportunities lie?

11.30u Coffee Break

11.45u TRAINER: **Thomas Strodtbeck**

- Finding appropriate partners and support systems
- International gap analysis tools tying all the above together: Q&A

13.00u Lunch & **Tour Ecentre Limited, Massey**

PART II: Soft landing strategies: organizing effective regional embeddedness

14.00u TRAINER: **Klaus Plate**

- Introduction to soft landing strategies
- Pre-conditions for soft landing: facilities, instruments & services

15.30u Coffee Break

15.45u TRAINER: **Klaus Plate**

- Pre-conditions for soft landing: finding appropriate partners & support systems
- Market your soft landing location: How to distinguish yourself from peers?
- Wrap-up: Conclusions and Q&A

17.00u Bus transfer & ferry tour

17.30u Reception

19:00u Meet-up with TPN group in hotel for dinner





GENERAL INFORMATION

- DATE:** 27th November 2011
- LOCATION:** Ecentre limited, Auckland (Albany), New Zealand
- TRAINERS:** The training will be provided by **Thomas Strodtbeck**, director events & international programs of NBIA, and **Klaus Plate**, president of the WIN advisory board and former CEO of Heidelberg Technology Park & IASP. For more information on the full backgrounds of our trainers, please check the WIN website (www.worldincubator.net).
- ORGANIZATION:** The training course is an initiative of the World Incubator Network (WIN). For this course we closely collaborate with the Technopolicy Network, NBIA and Ecentre limited. WIN is responsible for the program and organization.
- REGISTRATION:** You can register online on the WIN website (www.worldincubator.net) or on the SBI event website of the Technopolicy Network (www.technopolicy.net/sbi). After receiving your registration you will receive a digital confirmation and an itinerary. Registration for this training will be possible until the 23th of November. In order to optimise interaction, the available number of participants is limited. Registrations are processed in order of arrival.
- FEES:** The costs for participation in this training are: €495 euros. WIN members however, have one free ticket and each additional delegate will pay €295 euros. Members of the Technopolicy Network and NBIA may attend for a discount price of €395 euros. The training fee includes: participation to the training, a conference reader, lunch, coffee/tea & refreshments, a reception and bus and ferry transfers. After registration, you will receive an invoice on receipt. All prices indicated in this document are excluding VAT.
- CANCELLATION:** If you are unable to attend, a substitute delegate can participate without additional cost. A cancellation fee of €95 euros will be charged for cancellations prior to 13th of November 2011. After this date no refunds will be possible. Please note that cancellations have to be made in writing.
- MAILING:** For this mailing WIN have used its own addresses supplemented with those of third parties. Therefore it could be possible that you will receive multiple brochures. If so, please be so kind to forward any spare ones to your colleagues.

CONTACT:

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