



## BUCHAREST BUSINESS AGENCY

**cod SIPOCA 964/MySMIS2014+ 151037**

**„Proiect cofinanțat din Fondul Social European, prin Programul Operațional Capacitate Administrativă 2014-2020”**

**Lista de prezenta curs internationalizare – Promovarea exporturilor si atragerea de Investitii**

**13 – 15 iunie 2023**

Nr. crt.	Nume și Prenume	Organizația	13 iunie 2023	14 iunie 2023	15 iunie 2023
1	CLAUDIU VRINCEANU	FORMATOR - CNIPMMR	ONLINE	ONLINE	ONLINE
2	BEBU ELISABETA	PMB	ONLINE	ONLINE	ONLINE
3	CHICA STELIANA	CNIPMMR - PIMM PH	ONLINE	ONLINE	ONLINE





4	CIOBANU GABRIELA-IOANA	PMB	ONLINE	ONLINE	ONLINE
5	CIOBANU VICTORITA	PMB	ONLINE	ONLINE	ONLINE
6	GEANTĂ MARINELA ANDREEA	CNIPMMR - FPRO	ONLINE	ONLINE	ONLINE
7	GLIȘCĂ ION	CNIPMMR - PIMM AG	ONLINE	ONLINE	ONLINE
8	IANE MARIA	PMB	ONLINE	ONLINE	ONLINE
9	MELINTE NICULINA	CNIPMMR -PIMM GL	ONLINE	ONLINE	ONLINE
10	PAL IRINA	CNIPMMR -PIMM GL	ONLINE	ONLINE	ONLINE
11	TARARACHE DUMITRU	PMB	ONLINE	ONLINE	ONLINE
12	DENISA SAMEK	Manager proiect CNIPMMR	ONLINE	ONLINE	ONLINE
13					





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Instrumente Structurale  
2014-2020

14					
15					





**Ziua 1: 13 iunie 2023**







Zoom Meeting

Zoom Meeting interface showing a video conference with participants: Denisa Samek, glisca ion, Claudiu Vrinceanu, CNIPMMR.Romania, Gabriela Ciobanu, and Steliana Chica.

The main content is a browser window displaying the website [export.gov.il](http://export.gov.il) with the title "About Israel Export Institute".

### About Israel Export Institute

**Partnering for Success**

**Looking for business opportunities? We create them for you**

The Israel Export and International Cooperation Institute is your premier gateway for doing business with Israeli companies. Established and funded by the government and the private sector, IEICI's expertise in technology and product scouting, joint ventures and strategic alliances with Israeli companies spans more than half a century. Whatever your field is, IEICI offers access to relevant businesses and government resources. With expertise in Israel's leading industries, IEICI will provide the information you need to connect, negotiate and do business.

**Structured to serve you**

IEICI's experts know your industry and understand your business needs. With access to all major trade and business resources, we will help you screen relevant information, establish qualified contacts, and foster success.

A technology industries division and a consumer goods division, segmented by industry-specific departments and special groups for emerging markets like China, for international tenders and similar broad initiatives, means that our professionals really know their business sectors, inside Israel and internationally.

**Business matchmaking has never been easier**

IEICI is your strategic partner to Israeli business opportunities, from formal delegations and international conferences to private one-on-

Participants (13)

Find a participant

- DS Denisa Samek (Me)
- CNIPMMR Romania (Host)
- CV Claudiu Vrinceanu
- Andreea Geanta
- DT Dumitru Tararache
- EB Elisabeta Bebu
- GC Gabriela Ciobanu
- GI glisca ion
- IP Irina Pal
- MI Maria lane
- NM Niculina Melinte - Patronatul IMM ...
- SC Steliana Chica
- VC Victorita ciobanu

Invite Unmute Me





Instrumente Structurale  
2014-2020

Zoom Meeting

**Denisa Samek**  
glisca ion

**Claudiu Vrinceanu**  
Claudiu Vrinceanu

**Dumitru Tararac...**  
Maria lane

**Steliana Chica**  
Steliana Chica

**Niculina Melinte...**  
Niculina Melinte - Patronatul IMM Galați

**Irina Pal**  
Irina Pal

**Gabriela Ciobanu**  
Gabriela Ciobanu

**Elisabeta Bebu**  
Elisabeta Bebu

**Victorita ciobanu**  
Victorita ciobanu

CONSILIUL NAȚIONAL  
AL ÎNTREPRINDERILOR PRIVATE  
DIN ROMÂNIA

Participants (12)

Find a participant

- DS Denisa Samek (Me)
- CNIPMMR Romania (Host)
- GI glisca ion
- CV Claudiu Vrinceanu
- DT Dumitru Tararache
- EB Elisabeta Bebu
- GC Gabriela Ciobanu
- IP Irina Pal
- MI Maria lane
- NM Niculina Melinte - Patronatul IMM ...
- SC Steliana Chica
- VC Victorita ciobanu

Invite Unmute Me

ENG 17:00  
US 13/06/2023





Zoom Meeting

Denisa Samek | glisca ion | Claudiu Vrinceanu | CNIPMMR Romania | Gabriela Ciobanu | Victorita ciobanu

Business Assessment In... | All tools | Edit | Convert | Sign | Find text or tools

### Test - grad de pregatire pentru export

Intenția acestui test de verificare este atât pentru a descoperi eventualele lacune în planul de expansiune internațională, cât și pentru dezvălui toate elementele care trebuie acoperite atunci când vă extindeți pe piețele internaționale.

Nume	
Companie	

1. Leadership	
A. De ce doresti sa incepi un proiect de export pe o piata internationala noua? Care este obiectivul?	
B. Este echipa de management disponibila sa se implice in viitoarea activitate de export?	<input type="checkbox"/> Da <input type="checkbox"/> Nu sau Nesigur
C. Care sunt criteriile in functie de care vei masura succesul acestui proiect de export?	
D. Este expansiunea internationala critica pentru a-ti patra avantajul competitiv?	<input type="checkbox"/> Da <input type="checkbox"/> Nu sau Nesigur

Participants (13)

Find a participant

- DS Denisa Samek (Me)
- CNIPMMR Romania (Host)
- CV Claudiu Vrinceanu
- Andreea Geanta
- DT Dumitru Tararache
- EB Elisabeta Bebu

Invite | Unmute Me

Meeting Chat

2. Iel AVIV Global  
<https://www.linkedin.com/company/tel-aviv-global/posts/?feedView=all>

3. HOMRUN  
<https://homrungroup.com>

Who can see your messages?  
 To: Everyone

Type message here...







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Instrumente Structurale  
2014-2020

Zoom Meeting

Zoom Meeting interface showing a video conference with participants: Denisa Samek, glisca ion, Claudiu Vrinceanu, CNIPMMR-Romania, Gabriela Ciobanu, and Steliana Chica.

The main content is a screenshot of the Homrun website. The website header includes the Homrun logo, navigation links for Team, Impact Partners, and Go To Market, and a "Click to apply" button.

The main banner features the text "We will take you there" over a background image of business professionals.

Below the banner, four statistics are displayed:

- 128 Homrun Impact Partners
- 243 Matched Companies to Clients
- 3482 Provided Connections
- 9279 Potential Connections

At the bottom of the website screenshot, there is a section with a globe icon and the text "We bridge Israeli innovation with market leaders across the world".

The Windows taskbar at the bottom shows the system tray with the date 13/06/2023, time 16:26, and temperature 24°C Partly sunny.

Zoom Meeting interface showing the Participants list (13):

- DS Denisa Samek (Me)
- CNIPMMR Romania (Host)
- CV Claudiu Vrinceanu
- GI glisca ion
- Andreea Geanta
- DT Dumitru Tararache
- EB Elisabeta Bebu
- GC Gabriela Ciobanu
- IP Irina Pal
- MI Maria Iane
- NM Niculina Melinte - Patronatul IMM ...
- SC Steliana Chica
- VC Victorita ciobanu

Buttons for "Invite" and "Unmute Me" are visible at the bottom of the list.





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2014-2020

Zoom Meeting

The Zoom meeting grid displays 14 participants in a 4x4 layout. The top row shows four active video feeds: Denisa Samek, Steliana Chica, and Claudiu Vranceanu. The second row shows Maria Iane, Niculina Melinte, and Dumitru Tararache. The third row shows a logo for the National Council of Private Enterprises (CNIPMMR Romania) and three participants: Elisabeta Bebu, Gabriela Ciobanu, and Victorita Ciobanu. The bottom row shows Andreea Geanta and Elisabeta Bebu. Several cells are empty, indicating participants whose video is off.

Participants (14)

Find a participant

- DS Denisa Samek (Me)
- CNIPMMR Romania (Host)
- CV Claudiu Vranceanu
- Andreea Geanta
- EB Elisabeta Bebu
- DT Dumitru Tararache
- GC Gabriela Ciobanu
- GI glisca ion
- IP Irina Pal
- MI Maria Iane
- NM Niculina Melinte - Patronatul IMM ...
- SC Steliana Chica
- EB Elisabeta Bebu
- VC Victorita ciobanu

Invite Unmute Me





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Instrumente Structurale  
2014-2020

Zoom Meeting

Participants in the meeting grid:

- Row 1: glisca ion, Denisa Samek, Steliana Chica, Claudiu Vrinceanu
- Row 2: Maria Iane, Niculina Melinte - Patronatul IMM Galați, Dumitru Tararache, Irina Pal
- Row 3: Consiliul Național Al Întreprinderilor Private (Logo), Elisabeta Bebu, Gabriela Ciobanu, Victorita Ciobanu
- Row 4: Andreea Geanta

Participants (13)

Find a participant

- DS Denisa Samek (Me)
- CNIPMMR Romania (Host)
- CV Claudiu Vrinceanu
- Andreea Geanta
- EB Elisabeta Bebu
- DT Dumitru Tararache
- GC Gabriela Ciobanu
- GI glisca ion
- IP Irina Pal
- MI Maria Iane
- NM Niculina Melinte - Patronatul IMM ...
- SC Steliana Chica
- VC Victorita Ciobanu

Invite Unmute Me







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Instrumente Structurale  
2014-2020

Zoom Meeting

Zoom Meeting interface showing a grid of participants. The grid includes:

- glisca ion
- Denisa Samek
- Steliana Chica
- Claudiu Vrinceanu
- Maria Iane
- Niculina Melinte - Patronatul IMM Galați
- Dumitru Tararache
- Irina Pal
- Logo: CONSILIUL NAȚIONAL AL ÎNTPREINDERILOR PRIVATE (CNIPMMR Romania)
- Elisabeta Bebu
- Gabriela Ciobanu
- Victorita ciobanu
- Andreea Geanta

At the bottom, there is a Zoom control bar with buttons for Unmute, Stop Video, Participants (13), Chat, Share Screen, Record, Reactions, Apps, Leave, Invite, and Unmute Me.

Participants (13) list:

- Find a participant
- DS Denisa Samek (Me)
- CNIPMMR Romania (Host)
- CV Claudiu Vrinceanu
- Andreea Geanta
- EB Elisabeta Bebu
- DT Dumitru Tararache
- GC Gabriela Ciobanu
- GI glisca ion
- IP Irina Pal
- MI Maria Iane
- NM Niculina Melinte - Patronatul IMM ...
- SC Steliana Chica
- VC Victorita ciobanu

System tray at the bottom right shows: 24°C Partly sunny, ENG US, 16:11, 13/06/2023.





**ZIUA 2 – 14 IUNIE 2023**







Zoom Meeting

You are viewing Claudiu Vrinceanu's screen

View Options

Participant bar showing: Denisa Samek, glisca ion, Claudiu Vrinceanu, Gabi c, Steliana Chica, Dumitru Tararac...

Browser address bar: 20220705 European O... | Tools: All tools, Edit, Convert, Sign | Search: Find text or tools

**INTERNATIONALISATION CANVAS**

**1. MARKET OPPORTUNITY**

- Size & Growth
- The Need
- Competition**
- Pricing
- Regulation
- Culture

**COMPETITION**

- Many competitors vs no competition
- Market shares
- Opportunity to differentiate?
- How do potential clients currently solve their problem?

Participants (11)

Find a participant

- DS Denisa Samek (Me)
- CV Claudiu Vrinceanu (Host)
- AG Andreea Geanta CNIPMMR
- DT Dumitru Tararache
- EB Elisabeta Bebu
- GC Gabi c
- GI glisca ion
- IP Irina Pal
- MI Maria Iane
- NM Niculina Melinte - Patronatul IMM ...
- SC Steliana Chica

Unmute Me

Zoom Meeting Controls: Unmute, Start Video, Participants (11), Chat, Share Screen, Record, Reactions, Apps, Leave

Windows Taskbar: 26°C Mostly cloudy, 17:39, 14/06/2023





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Instrumente Structurale  
2014-2020

Zoom Meeting

Zoom Meeting interface showing a video conference with participants: Denisa Samek, Claudiu Vrinceanu, glisca ion, Steliana Chica, Gabi Ciobanu, and Dumitru Tararache. The main content is a browser window displaying the KUKER PER Group website.

**KUKER PER Group** Finding solutions

About us | Our solutions | News and insights | EN | Log in | Contact us

KUKE together with the Danish export credit agency EKF insured a loan arranged by the British bank Standard Chartered for the modernization and construction of maternity wards in hospitals in Côte d'Ivoire. Polish businesses will be among the companies providing deliveries or services as subcontractors of the general contractor.

Polish companies will participate in the modernization of maternity wards in  
**62 hospitals**  
 in Côte d'Ivoire

.....

The financing of the Polish share of the project worth  
**€159M**  
 is insured by KUKER

Our solutions

Zoom Meeting interface showing a list of 11 participants:

- DS Denisa Samek (Me)
- CV Claudiu Vrinceanu (Host)
- AG Andreea Geanta CNIPMMR
- DT Dumitru Tararache
- EB Elisabeta Bebu
- GC Gabi Ciobanu
- GI glisca ion
- MI Maria Iane
- NM Niculina Melinte - Patronatul IMM ...
- SC Steliana Chica
- VC Victoria Ciobanu

Buttons: Invite, Unmute Me





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Instrumente Structurale  
2014-2020

Zoom Meeting

Zoom Meeting interface showing a grid of participants. The grid includes:

- Top Row:**
  - Claudiu Vranceanu (video on)
  - Denisa Samek (video off)
  - glisca ion (video on)
- Second Row:**
  - Steliana Chica (video off)
  - Gabi Ciobanu (video off)
  - Dumitru Tararac... (video off)
- Third Row:**
  - Elisabeta Bebu (video off)
  - Maria Iane (video off)
  - Niculina Melinte... (video off)
- Bottom Row:**
  - Victorita ciobanu (video off)
  - Andreea Geanta... (video off)

At the bottom of the meeting window, there is a control bar with icons for Unmute, Start Video, Participants (11), Chat, Share Screen, Record, Reactions, and Apps. A red 'Leave' button is also present.

Participants list (11):

- DS Denisa Samek (Me) [video off]
- CV Claudiu Vranceanu (Host) [video on]
- AG Andreea Geanta CNIPMMR [video off]
- DT Dumitru Tararache [video off]
- EB Elisabeta Bebu [video off]
- GC Gabi Ciobanu [video off]
- GI glisca ion [video on]
- MI Maria Iane [video off]
- NM Niculina Melinte - Patronatul IMM ... [video off]
- SC Steliana Chica [video off]
- VC Victorita ciobanu [video off]

Search bar: Find a participant

Buttons: Invite, Unmute Me

System tray: 26°C Mostly cloudy, ENG US, 17:23 14/06/2023





Zoom Meeting

The Zoom meeting grid displays 10 participants in a 3x3 layout. The top row shows three active video feeds: Claudiu Vrinceanu, Denisa Samek, and glisca ion. The middle row contains three name tiles: Dumitru Tararache, Gabi c, and a tile for CNIPMMR Romania featuring the logo of the National Council of Private Enterprises (CONSILIUL NAȚIONAL AL ÎNȚREPRINDERILOR PRIVATE DIN ROMÂNIA). The bottom row contains three name tiles: Elisabeta Bebu, Maria Iane, and Niculina Melinte..., followed by a larger tile for Victorita ciobanu. The bottom of the screen shows the Windows taskbar with various application icons and system tray information including the date 14/06/2023 and time 17:07.

The participants list on the right side of the screen shows 10 participants. Each entry includes a name, initials, and icons for mute, video, and chat. The participants are: Denisa Samek (Me), Claudiu Vrinceanu (Host), CNIPMMR Romania, Dumitru Tararache, Elisabeta Bebu, Gabi c, glisca ion, Maria Iane, Niculina Melinte - Patronatul IMM..., and Victorita ciobanu. At the bottom of the list are buttons for 'Invite' and 'Unmute Me'.







**ZIUA 3 – 15 IUNIE 2023**





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Instrumente Structurale  
2014-2020

Zoom Meeting | You are viewing Claudiu Vrinceanu's screen | View Options

Participants (12): Denisa Samek, Claudiu Vrinceanu (Host), Andreea Geanta CNIPMMR, Dumitru Tararache, Elisabeta Bebu, Gabi c, glisca ion, Irina Pal, Maria lane, Niculina Melinte - Patronatul IMM..., Steliana Chica, Victorita ciobanu

# SUPPORT WITH GO-TO-MARKET STRATEGY

**Biggest pitfall:** Underestimating the need to localise the GTM Strategy

**Goal of support:** Make sure entrepreneurs think of every element of the GTM Strategy and helping them with introductions and validating.

**Tools:** Asking the right questions: what is the key challenge?  
Use of your network and making introductions  
Trade missions  
Fact findings

**Resources:** Entrepreneurs in your network that have expanded to a particular market!

DUTCH BASECAMP

Unmute | Start Video | Participants (12) | Chat | Share Screen | Record | Reactions | Apps | Leave

30°C Mostly cloudy | Search | ENG US | 17:36 15/06/2023





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Programul Operațional Capacitate Administrativă  
Competența face diferența!



Instrumente Structurale  
2014-2020

Zoom Meeting | You are viewing Claudiu Vrinceanu's screen | View Options

Participants (12): Denisa Samek (Me), Claudiu Vrinceanu (Host), Andreea Geanta CNIPMMR, Dumitru Tararache, Elisabeta Bebu, Gabi c, glisca ion, Irina Pal, Maria lane, Niculina Melinte - Patronatul IMM..., Steliana Chica, Victorita ciobanu

### DUTCH BASECAMP INTERNATIONALISATION CANVAS

1. MARKET OPPORTUNITY		2. GO-TO-MARKET STRATEGY		3. ORGANISATION	
Size & Growth	The Need	Product Localisation	Distribution Channels	Goals & KPIs	Organisational Structure
Competition	Pricing	Marketing	Sales	Legal	Finance
Regulation	Culture	People & Partners	Value Proposition	Company Culture	Investment

Unmute | Start Video | Participants (12) | Chat | Share Screen | Record | Reactions | Apps | Leave | Invite | Unmute Me

30°C Mostly cloudy | Search | ENG US | 17:32 15/06/2023





Zoom Meeting

View


Unmute Start Video

Participants 12 Chat 1 Share Screen Record Reactions Apps

30°C Mostly cloudy Search ENG US 17:18 15/06/2023 Leave







Zoom Meeting

Participants (11)

- Denisa Samek (Me)
- Claudiu Vranceanu (Host)
- CNIPMMR Romania
- Dumitru Tararache
- Elisabeta Bebu
- Gabriela Ciobanu
- glisca ion
- Maria lane
- Niculina Melinte - Patronatul IMM ...
- Steliana Chica
- Victorita ciobanu

tryswedish.com

# TRY SWEDISH!

Articles Events Products & brands About Try Swedish Contact us Exportprogrammet

## Contact us

Try Swedish Export Programme helps Swedish food and beverage companies identify new markets and expand globally by providing tailored support, expert market knowledge, new market setup services, and connections to leading suppliers and distributors.  
Contact us: [tryswedish@business-sweden.se](mailto:tryswedish@business-sweden.se)

In Sweden and around the world, our food export experts are here to connect Swedish brands with local distributors and buyers.

SHARE THIS STORY

Sweden and general questions

We use cookies to give you the best online experience. By using our website you agree to our use of cookies in accordance with our cookie policy. [Read more about cookies.](#)

30°C Mostly cloudy

17:11 15/06/2023



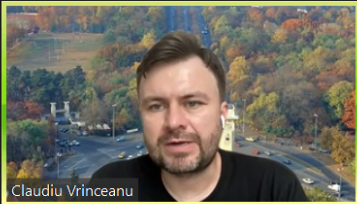
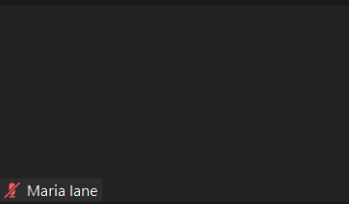
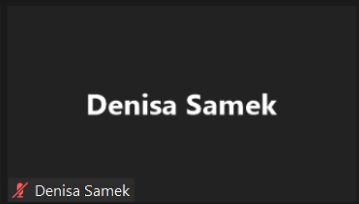
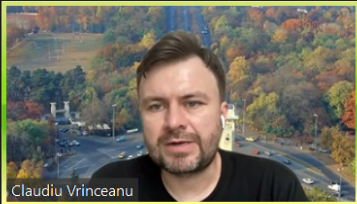
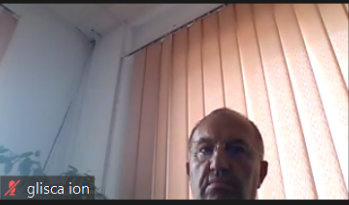
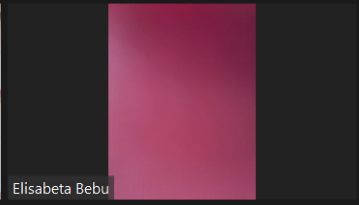
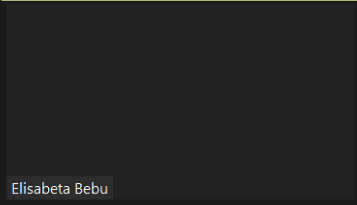

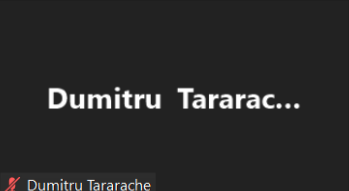

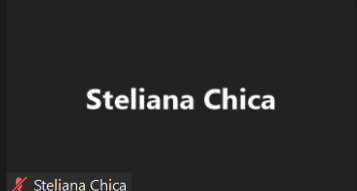
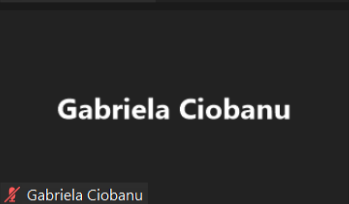

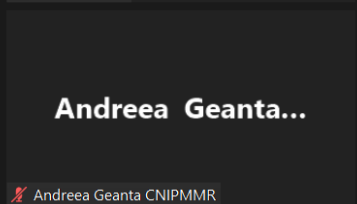


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Instrumente Structurale  
2014-2020

Zoom Meeting

<b>Denisa Samek</b>		 Claudiu Vrinceanu
 Maria Iane	 Denisa Samek	 Claudiu Vrinceanu
 glisca ion	 Elisabeta Bebu	 Elisabeta Bebu
<b>Dumitru Tararac...</b>	 CONSILIUL NAȚIONAL AL ÎNȚREPRINDERILOR PRIVATE DIN ROMÂNIA	<b>Steliana Chica</b>
 Dumitru Tararache	 CNIPMMR Romania	 Steliana Chica
<b>Gabriela Ciobanu</b>	<b>Niculina Melinte...</b>	<b>Andreea Geanta...</b>
 Gabriela Ciobanu	 Niculina Melinte - Patronatul IMM Galați	 Andreea Geanta CNIPMMR

**Participants (12)**

Find a participant

- DS** Denisa Samek (Me)  
-  Claudiu Vrinceanu (Host)  
- EB** Elisabeta Bebu  
- EB** Elisabeta Bebu  
- AG** Andreea Geanta CNIPMMR  
-  CNIPMMR Romania  
- DT** Dumitru Tararache  
- GC** Gabriela Ciobanu  
- GI** glisca ion  
- MI** Maria Iane  
- NM** Niculina Melinte - Patronatul IMM ...  
- SC** Steliana Chica  

Invite Unmute Me

30°C Mostly cloudy

Search

ENG US 17:06 15/06/2023





Zoom Meeting

Zoom Meeting interface showing a grid of participants:

- Top row: Maria Iane, Denisa Samek, Claudiu Vranceanu
- Middle row: glisca ion, Connecting to audio, Dumitru Tararac...
- Bottom row: CNIPMMR Romania (with logo: CONSILIUL NAȚIONAL AL ÎNTPREINDERILOR PRIVATE - PATRONATUL IMM DIN ROMÂNIA), Steliana Chica, Gabriela Ciobanu
- Bottom-most row: Niculina Melinte...

Participants (10) list:

- DS Denisa Samek (Me)
- Claudiu Vranceanu (Host)
- CNIPMMR Romania
- DT Dumitru Tararache
- GC Gabriela Ciobanu
- GI glisca ion
- MI Maria Iane
- NM Niculina Melinte - Patronatul IMM ...
- SC Steliana Chica
- EB Elisabeta Bebu

Buttons: Invite, Unmute Me

Windows taskbar showing system tray with weather (30°C Mostly cloudy), search bar, and various application icons. System clock shows 17:05 on 15/06/2023.





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Programul Operațional Capacitate Administrativă  
Competența face diferența!



Instrumente Structurale  
2014-2020

Zoom Meeting | You are viewing Claudiu Vrinceanu's screen | View Options

Participants (12): Denisa Samek (Me), Claudiu Vrinceanu (Host), glisca ion, Andreea Geanta CNIPMMR, Dumitru Tararache, Elisabeta Bebu, Gabi c, Irina Pal, Maria lane, Niculina Melinte - Patronatul IMM..., Steliana Chica, Victorita ciobanu

### DUTCH BASECAMP INTERNATIONALISATION CANVAS

1. MARKET OPPORTUNITY		2. GO-TO-MARKET STRATEGY		3. ORGANISATION	
Size & Growth	The Need	Product Localisation	Distribution Channels	Goals & KPIs	Organisational Structure
Competition	Pricing	Marketing	Sales	Legal	Finance
Regulation	Culture	People & Partners	Value Proposition	Company Culture	Investment

30°C Mostly cloudy | 17:28 15/06/2023





## BUCHAREST BUSINESS AGENCY

**cod SIPOCA 964/MySMIS2014+ 151037**

**„Proiect cofinanțat din Fondul Social European, prin Programul Operațional Capacitate Administrativă 2014-2020”**

**Lista de prezenta curs internationalizare – Promovarea exporturilor si atragerea de Investitii**

**04 – 06 iulie 2023**

<b>Nr. crt.</b>	<b>Nume și Prenume</b>	<b>Organizația</b>	<b>04 iulie 2023</b>	<b>05 iulie 2023</b>	<b>06 iulie 2023</b>
1	CLAUDIU VRINCEANU	FORMATOR - CNIPMMR	ONLINE	ONLINE	ONLINE
2	CAMPEANU MIHNEA	CNIPMMR	ONLINE	ONLINE	ONLINE
3	ADAM FLORENTINA		ONLINE	ONLINE	

					ONLINE
4	CALUTA ALEXANDRA IOANA		ONLINE	ONLINE	ONLINE
5	NISTOR ALEXANDRU		ONLINE	ONLINE	ONLINE
6	MOISE ANDREEA		ONLINE	ONLINE	ONLINE
7	NECSAT AURA		ONLINE	ONLINE	ONLINE
8	REDNIC BEATRICE	CNIPMMR	ONLINE	ONLINE	ONLINE
9	IANUSI GEORGIANA	PMB	ONLINE	ONLINE	ONLINE
10	NITU IULIANA FLORENTINA		ONLINE	ONLINE	ONLINE
11	MANUCU MARIANA		ONLINE	ONLINE	ONLINE
12	NICOLETA		ONLINE	ONLINE	
13	ROBERT PLESA		ONLINE	ONLINE	ONLINE
14	VASILIU OANA MARIA		ONLINE	ONLINE	ONLINE



15	GABRIELA		ONLINE	ONLINE	ONLINE
16	DENISA SAMEK	Manager proiect CNIPMMR	ONLINE	ONLINE	ONLINE
17	CUCURUZAC CARMEN			ONLINE	ONLINE

**Ziua 1: 04 iulie 2023**



Zoom Meeting | You are viewing Claudiu Vrinceanu's screen | View Options

Denisa Samek | Claudiu Vrinceanu | Aura Necsat | Campeanu Mihnea | Vasiliu Oana-Maria | MARIANA MANUCU

Participants (16)

DS Denisa Samek (Me) | Claudiu Vrinceanu (Host) | Campeanu Mihnea (Co-host) | adam florentina | AI Alexandra Ioana Caluța | AN Alexandru Nistor | Andreea Moise | AN Aura Necsat | BR Beatrice Rednic | G Gabriela | GI Georgiana Ianuși | IF Iulia Florentina Nițu | MM MARIANA MANUCU | N NICOLETA | RP Robert Plesa | Vasiliu Oana-Maria

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		romnaneasca	
E. In cazul unui succes, detii capacitate suficienta pentru a face fata cresterii cererii suplimentare?			
		<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau nesigur
<b>3. Finantare</b>			
A. Ai in prezent resurse financiare necesare pentru un viitor proiect de internationalizare?			
2			

		<input type="checkbox"/> Finantarea este disponibila	<input type="checkbox"/> Nu
		<input type="checkbox"/> Finantare in curs de negociere	<input type="checkbox"/> Nesigur

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Denisa Samek, Aura Necsat, Alexandru Nistor, Vasiliu Oana-Maria

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Nume	
Companie	

1. Leadership		
A. De ce doresti sa incepi un proiect de export pe o piata internationala noua? Care este obiectivul?		
B. Este echipa de management disponibila sa se implice in viitoarea activitate de export?	<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau Nesigur
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D. Este expansiunea internationala critica pentru a-ti patra avantajul competitiv?	<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau Nesigur
E. Echipa ta de management are cunostinte si experienta in pietele internationale?	<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau Nesigur
2. Produsul		
A. Ai ajuns in punctul de a avea un product-market-fit pe piata locala?		

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Find a participant

- Denisa Samek (Me)
- Claudiu Vranceanu (Host)
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- Alexandra Ioana Caluța
- Alexandru Nistor
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- NICOLETA
- Robert Plesa
- Vasiliu Oana-Maria
- Gabriela

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### Test - grad de pregatire pentru export

Intenția acestui test de verificare este atât pentru a descoperi eventualele lacune în planul de expansiune internațională, cât și pentru dezvălui toate elementele care trebuie acoperite atunci când vă extindeți pe piețele internaționale.

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- G Gabriela

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Claudiu Vranceanu



Denisa Samek



Aura Necsat



Alexandra Ioana Căluță



Campeanu Mihnea

Iulia Florentina...

Iulia Florentina Nițu

Robert Plesa

Robert Plesa



adam florentina

Beatrice Rednic

Beatrice Rednic

Georgiana Ianuși

Georgiana Ianuși



Andreea Moise

Alexandru Nistor

Alexandru Nistor



Vasiliu Oana-Maria

Gabriela

Gabriela

Participants (14)

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- DS Denisa Samek (Me)
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Nume	
Companie	

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- Alexandra Ioana Caluța
- Gabriela

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**ZIUA 2 – 05 Iulie 2023**

Recording

		<b>Aura Necsat</b> <small>Aura Necsat</small>	
<b>Alexandra Ioana...</b> <small>Alexandra Ioana Căluță</small>	<b>Alexandru Nistor</b> <small>Alexandru Nistor</small>	<b>Carmen Cucuruz...</b> <small>Carmen Cucuruzac</small>	<b>Beatrice Rednic</b> <small>Beatrice Rednic</small>
<b>Iulia Florentina...</b> <small>Iulia Florentina Nițu</small>	<b>Robert Plesa</b> <small>Robert Plesa</small>	 <small>Andreea Moise</small>	 <small>Vasiliu Oana-Maria</small>
	<b>Georgiana Ianuși</b> <small>Georgiana Ianuși</small>	 <small>adam florentina</small>	

**Participants (14)**

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- adam florentina
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- Andreea Moise
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Denisa Samek Carmen Cucuru... MARIANA MAN... Aura Necsat CNIPMMR

Denisa Samek Claudiu Vrinceanu Carmen Cucuruzac MARIANA MANUCU Aura Necsat CNIPMMR

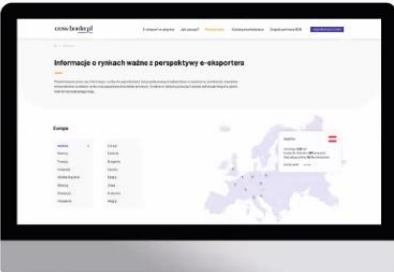
https://cross-border.pl

cross-border.pl E-eksport w piguлке Jak zacząć? Poznaj rynki Katalog marketplace Znajdź partnera B2B współpracuj z nami

# Pomożemy Ci wejść na rynki zagraniczne

Wykorzystaj potencjał e-commerce i dowiedz się jak sprzedawać za granicę

sprawdź dlaczego warto →



Tweje preferencje prywatności

W celu świadczenia usług na najwyższym poziomie używamy technologii, takich jak pliki cookies, do przechowywania i/lub uzyskiwania dostępu do informacji o urządzeniu. Zgoda na użycie plików cookies oznacza, że będą one zamieszczane w Twoim urządzeniu w takim zakresie w jakim o tym zdecydujesz. W każdym momencie możesz dokonać zmiany tych ustawień na stronie polityki dotyczącej cookies. Pamiętaj, że brak wyrażenia zgody lub wycofanie zgody może niekorzystnie wpłynąć na komfort użytkowania, a niektóre funkcje mogą być niedostępne. Przycisk "odrzucenie wszystkich" powoduje wyłączenie wszystkich plików cookies, poza funkcjonalnymi - niezbędnymi do prawidłowego działania strony.

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- N NICOLETA
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**DUTCH BASECAMP INTERNATIONALISATION CANVAS**

### 1. MARKET OPPORTUNITY

Size & Growth	The Need
<b>Competition</b>	Pricing
Regulation	Culture

## COMPETITION

- Many competitors vs no competition
- Market shares
- Opportunity to differentiate?
- How do potential clients currently solve their problem?

Participants (16)

Find a participant

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Aura Necsat  
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Alexandra Ioan...

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### DUTCH BASECAMP INTERNATIONALISATION CANVAS

## 1. MARKET OPPORTUNITY

### SIZE & GROWTH

- Who is the exact customer you will serve?
- What is the current size of the market? (TAM)
- Predicted or expected growth in the market

→ Very specific market definition:

“we define market size by the **amount of intercontinental pre-cooled fruit shipments**”

“we define market size by the **number of FMCG companies with large R&D departments**”

Participants (15)

Find a participant

- Denisa Samek (Me)
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- NICOLETA
- Robert Plesa
- Vasilii Oana-Maria

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05/07/2023

**ZIUA 3 – 06 Iulie 2023**

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## DUTCH BASECAMP | INTERNATIONALISATION CANVAS

1. MARKET OPPORTUNITY		2. GO-TO-MARKET STRATEGY		3. ORGANISATION	
 Size & Growth	 The Need	 Product Localisation	 Distribution Channels	 Goals & KPIs	 Organisational Structure
 Competition	 Pricing	 Marketing	 Sales	 Legal	 Finance
 Regulation	 Culture	 People & Partners	 Value Proposition	 Company Culture	 Investment

Participants (14)

- BR Beatrice Rednic (Me)
- Campeanu Mihnea (Host)
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- AI Alexandra Ioana Caluta
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- DS Denisa Samek
- GI Georgiana Ianusi
- IF Iulia Florentina Nițu
- RP Robert Plesa
- Vasiliu Oana-Maria
- G Gabriela

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### DUTCH BASECAMP INTERNATIONALISATION CANVAS

## 2. GO-TO-MARKET STRATEGY

Product Localisation	Distribution Channels
Marketing	Sales
<b>People &amp; Partners</b>	Value Proposition

## PEOPLE & PARTNERS

- Who is going to execute the GTM strategy?
- Partner vs Hire?
- E.g. resellers/distributors, marketing agencies/partners, recruitment agencies, translation agencies, localisation partners

Participants (15)

BR Beatrice Rednic (Me) | Campeanu Mihnea (Host) | Claudiu Vrinceanu (Co-host) | adam florentina | AI Alexandra Ioana Caluța | AN Alexandru Nistor | Andreea Moise | AN Aura Necsat | CC Carmen Cucuruzac | DS Denisa Samek | G Gabriela | GI Georgiana Ianuși | IF Iulia Florentina Nițu | RP Robert Plesa | Vasiliu Oana-Maria

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Claudiu Vranceanu



Campeanu Mihnea

Alexandra Ioana...

Alexandra Ioana Căluță

Aura Necsat

Aura Necsat

Denisa Samek

Denisa Samek

Carmen Cucuruz...

Carmen Cucuruzac

Beatrice Rednic

Beatrice Rednic

Alexandru Nistor

Alexandru Nistor



Vasiliu Oana-Maria

Georgiana Ianuși

Georgiana Ianuși

Robert Plesa

Robert Plesa

Iulia Florentina...

Iulia Florentina Nițu



Andreea Moise

Gabriela

Gabriela



adam florentina

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- Carmen Cucuruzac
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- Gabriela
- Georgiana Ianuși
- Iulia Florentina Nițu
- Robert Plesa
- Vasiliu Oana-Maria

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17:20

06-Jul-23



Claudiu Vrinceanu

Beatrice Rednic

Beatrice Rednic

Alexandra Ioana...

Alexandra Ioana Căluță

Aura Necsat

Aura Necsat



Campeanu Mihnea

Carmen Cucuruz...

Carmen Cucuruzac

Denisa Samek

Denisa Samek

Alexandru Nistor

Alexandru Nistor



Vasiliu Oana-Maria

Georgiana Ianuși

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Robert Plesa

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Iulia Florentina Nițu



Andreea Moise

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# DUTCH BASECAMP INTERNATIONALISATION CANVAS

## 1. MARKET OPPORTUNITY

Size & Growth	The Need
Competition	Pricing
Regulation	Culture

## 2. GO-TO-MARKET STRATEGY

Product Localisation	Distribution Channels
Marketing	Sales
People & Partners	Value Proposition

## 3. ORGANISATION

Goals & KPIs	Organisational Structure
Legal	Financial
Company Culture	Investment

Campeanu Mihnea

Claudiu Vrinceanu

Denisa Samek

Denisa Samek

Carmen Cucuru...

Carmen Cucuruzac

Vasiliu Oana-Maria



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# SUPPORT WITH GO-TO-M

**Biggest pitfall:**

**Goal of support:**

**Tools:**


**Resources:**

**Underestimating the need to**

**Make sure entrepreneurs thi**  
**Strategy and helping them w**

**Asking the right questions: w**  
**Use of your network and ma**  
**Trade missions**  
**Fact findings**

**Entrepreneurs in your netwo**  
**market!**



**Participants (15)**

Find a participant

- Campeanu Mihnea (Host, me)
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- Vasiliu Oana-Maria

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Campeanu Mihnea

Claudiu Vranceanu

Denisa Samek

Carmen Cucuru...

Vasiliu Oana-Maria





## BUCHAREST BUSINESS AGENCY

**cod SIPOCA 964/MySMIS2014+ 151037**

**„Proiect cofinanțat din Fondul Social European, prin Programul Operațional Capacitate Administrativă 2014-2020”**

**Lista de prezenta curs internationalizare – Promovarea exporturilor si atragerea de Investitii**

**01 – 03 august 2023**

Nr. crt.	Nume și Prenume	Organizația	01 august 2023	02 august 2023	03 august 2023	Numar de telefon	Adresa de e-mail
1	CLAUDIU VRINCEANU	FORMATOR - CNIPMMR	ONLINE	ONLINE	ONLINE		
2	CHESARAICU ANCA		ONLINE	ONLINE	ONLINE	0720071280	office@romalimenta.ro
3	CIUPITU NICOLETA		ONLINE	ONLINE	ONLINE	0758084400	nicoleta_ciupitu@yahoo.com
4	NAUIU CONSTANTA		ONLINE	ONLINE	ONLINE	0747110048	constantanaiiu@gmail.com
5	OPRESCU IRINA - ALEXANDRA		ONLINE	ONLINE	ONLINE	0770925427	irina.oprescu@autovitsa.ro
6	SERBAN OITA		ONLINE	ONLINE	ONLINE	0741217624	oana@magicgroup.ro
7	STAN SIMONA		ONLINE	ONLINE	ONLINE	0726048594	simona.stan2009@gmail.com



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Programul Operațional Capacitate Administrativă  
Competența face diferența!Instrumente Structurale  
2014-2020

8	TUDOR VICENZA SIMONA		ONLINE	ONLINE	ONLINE	0763460298	simona.tudor@autovitsa.ro
9	BEBU STEFAN EMIL		ONLINE	ONLINE	ONLINE	0773842606	stefan.bebu@aficgmb.ro
10	EFTIMIE ADRIAN - FLORIN		ONLINE	ONLINE	ONLINE	0731649617	adrian.eftimie@aficgmb.ro
11	SFETCU ELENA - MELANIA		ONLINE	ONLINE	ONLINE	0724203400	elenasfetcu@yahoo.com
12	MANOLACHE IZABELA		ONLINE	ONLINE		0768653873	iza.manolache@gmail.com
13	DOLEANU GLORIA - NAOMI	PMB	ONLINE	ONLINE	ONLINE	0761709553	naomi.parvu@gmail.com
14	IZZI CRISTINA - MARILENA	CNIPMMR	ONLINE	ONLINE	ONLINE	0766723858	izzi.cristina@yahoo.com
15	DENISA SAMEK	Manager proiect CNIPMMR	ONLINE	ONLINE	ONLINE		denisa.samek@cnipmmr.ro
16							



# Ziua 1: 01 august 2023



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- OS Oana Serban
- CA Chesaraicu Anca
- DS Denisa Samek
- Naomi Parvu
- N NICOLETA
- OI Oprescu Irina
- SS Simona Stan- Asociatia ACDBR
- ST Simona Tudor
- SB Stefan Bebu
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Naomi Parvu	Manolache Izab...	Sfetcu Elena	

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Naomi Parvu	iPhone - Elena	iPhone - Elena	

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Chesaraicu Anca

Denisa Samek

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Naomi Parvu

NICOLETA

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Simona Stan- Asociatia ACD... (Muted)

Simona Tudor

Stefan Bebu

Constanta Nauiu

Adrian Eftimie

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Business Assessment - ...

Find text or tools

E. In cazul unui succes, detii capacitate suficienta pentru a face fata cresterii cererii suplimentare?		<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau nesigur
<b>3. Finantare</b>			
A. Ai in prezent resurse financiare necesare pentru un viitor proiect de internationalizare?			
	Finantarea este disponibila	<input type="checkbox"/> Nu	
	Finantare in curs de pregatire	<input type="checkbox"/> Nesigur	
B. Este modelul de business testat deja?			
		<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau nesigur
C. Ai nevoie sa accesezi capital care nu este disponibil pe piata romaneasca?			

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Chesaraicu Anca

Denisa Samek

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Manolache Izabela

Naomi Parvu

NICOLETA

Oana Serban

Oprescu Irina

Simona Stan- Asociatia ACD... (Muted)

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Business Assessment - ...

Find text or tools

B. Anchetă de răspuns: Efectivitatea strategiilor de regenerare din perspectivă calitativă și pe termen alung			
C1. În analiza de afaceri sau în comunicat expozitiv, descrie în succință:		<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau nesigur
C2. În analiza de afaceri sau în comunicat expozitiv, descrie în succință:		<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau nesigur
D. Ai dezvoltat o strategie de distribuție a produselor?		<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau nesigur
E. Ai investigat și ai asigurat distribuția de produse intermediare, componentabile, înainte de finalizarea proiectului de investiții?		<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau nesigur
F. Vizează și Marketing		<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau nesigur
G. Vizează și Marketing		<input type="checkbox"/> Da	<input type="checkbox"/> Nu sau nesigur



## Ziua 2: 02 august 2023



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5:06 PM 8/2/2023

1. MARKET OPPORTUNITY		2. GO-TO-MARKET STRATEGY		3. ORGANISATION	
Size & Growth	The Need	Product Localisation	Distribution Channels	Goals & KPIs	Organisational Structure
Competition	Pricing	Marketing	Sales	Legal	Finance
Regulation	Culture	People & Partners	Value Proposition	Company Culture	Investment



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	<b>Izabela Manolache</b>		<b>Stefan Bebu</b>
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		<b>Stefan Bebu</b>	<b>iPhone - Elena</b>
		<b>Oprescu Irina</b>	

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<b>Chesaraicu Anca</b> Chesaraicu Anca	<b>Denisa Samek</b> Denisa Samek		<b>NICOLETA</b> NICOLETA
<b>Simona Stan- As...</b> Simona Stan- Asociatia ACDBR	<b>Izabela Manolac...</b> Izabela Manolache		<b>Stefan Bebu</b> Stefan Bebu
<b>iPhone - Elena</b> iPhone - Elena	<b>Adrian Eftimie</b> Adrian Eftimie		<b>Oprescu Irina</b> Oprescu Irina

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## Ziua 3: 03 august 2023



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Cristina Izzi

Denisa Samek

Oprescu Irina

simona stan

Izabela Manolac...

Chesaraicu Anca

Adrian Eftimie

Oana Serban

Stefan Bebu

NICOLETA

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IM Izabela Manolache

Naomi Parvu

N NICOLETA

OS Oana Serban

OI Oprescu Irina

SS simona stan

ST Simona Tudor

SB Stefan Bebu

AE Adrian Eftimie

Adrian Florin

C Constanta Nauiu

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5:08 PM 8/3/2023

**SUPPORT WITH THE ORGANISATION**

**Biggest challenge:** No exact goal & KPIs to determine success  
No adequate budget to execute the international strategy  
Underestimate legal risks

**Goal of support:** Making entrepreneurs aware of the impact, educating them  
Offering insights, connections

**Tools:** Trade missions  
Foreign Direct Investment Agencies  
Cost benchmarks (e.g. salary benchmarks, office costs)  
Legal & finance checklists

**Resources:** Culture Map, Scaling Up (Verne Harnish)

**DUTCH TRADE COUNCIL**



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Naomi Parvu

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OS Oana Serban

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**SUPPORT WITH GO-TO-MARKET STRATEGY**

**Biggest pitfall:** Underestimating the need to localise the GTM Strategy

**Goal of support:** Make sure entrepreneurs think of every element of the GTM Strategy and helping them with introductions and validating.

**Tools:** Asking the right questions: what is the key challenge? Use of your network and making introductions Trade missions Fact findings

**Resources:** Entrepreneurs in your network that have expanded to a particular market!

simona stan Izabela Manolac... Chesaraicu Anca

Adrian Eftimie Oana Serban

NICOLETA Elena Sfetcu

Stefan Bebu Adrian Florin

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**YOUR TICKET TO STOCKHOLM**

WHAT WE OFFER

**INVEST IN STOCKHOLM**

**SET UP A BUSINESS**

**EXPAND YOUR BUSINESS**

**WORK IN STOCKHOLM**

**MEET IN STOCKHOLM**

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