

Training on International Business Expansion

Optimising the quality of European business plans

- Your situation:** • SMEs aiming at international expansion
- Your challenge:** • Pan-European exploitation of eContent products and services through company start-up or expansion
- Your tool:** • A European business plan

ETTEC offers a 3day course to optimise the process of writing winning business plans. The training combines lectures and face-to-face individual coaching by European experts. Newly acquired knowledge is transferred into better business plans on the spot.

ETTEC presents solutions to issues such as language, culture and law that often hamper a pan-European approach. ETEC has identified European Critical Success Factors (ECSFs) and translated them into an enhanced training on multilinguality, localisation of content, international IPR, European network development and entrepreneurial assessment. The ETEC course helps expanding SMEs to substantially reduce time-to-capital and time-to-market.

ETTEC Training Course

The ETEC training course in Vienna, Austria, will take place from 26-28 November 2003. Based on the proven TRAIN-IT[®] and ETEC concept, it will capture the most relevant aspects of planning your business expansion in a European setting. There will be lectures, individual coaching sessions and active writing of your business plan. Topics include:

- **Strategy and business planning**
- **Organisation and human resources**
- **Marketing and sales**
- **Localisation and how to do it**
- **Finance and legal issues**

You will leave the course with a solid improvement of your business plan. The ETEC expert network will deliver support to your business plan development following your course participation.

The course programme, registration form and application kit can be downloaded from:

www.eTTECproject.net

Partners in €TTEC

The €TTEC project consortium consists of experts on business and expansion planning, internationalisation and localisation:

- CON7 – Career counselling, The Netherlands
- EIDOS – Software developer, Italy
- EMF – European Multimedia Forum, Belgium
- IDP European Consultants – European training and studies, Italy and Belgium
- INNOVA – Technology transfer & Valorisation Italy and United States
- IZET Innovationszentrum Itzehoe – Incubator, TRAIN-IT® course organisers, Germany
- PNO Consultants – Public funding & Innovation consultancy (Co), NL, BE, UK, D
- TermNet – International Network for Terminology, Training Centre for SMEs, Austria
- ULYS – IT & IPR Law Firm, Belgium and France



For more information:
www.eTTECproject.net

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