

# Going Global – T1&2

Federmanager - ITALI

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# Going Global

*...Create value from strategy to execution*

## Challenges

Market Data / Intelligence

Identify Market Needs / Value Proposition

Barrier to Entry (e.g. Policy, regulation,...)

Execution Challenges / Exit Strategies

Local Investment (People, Infrastructure,...)

Cultural Challenges

Lack of competences

Lack of structured network / System

## Public Bodies / Institutions

- Map & Enable network of Italian PMIs, Companies
- Set up and operationalize “EU/Italian System” for (i) Branding and (ii) Funding
- Privileged access to credit
- Access to competences... leverage FM
- Single PoC @ Consulate ... ↑ Commercial diplomacy
- Identify local key stakeholders to ensure flowless execution

## Company Perspective

- Proper data collection/ Mkt assessment... Develop solid business case aligned to company strategy
- Attract & Develop Talents... company culture, global leadership development (e.g. rotational assignment)
- Set up COE to develop core competencies, blueprint approach and leverage lesson learns
- Tailored and focused approach by product / country... e.g. made in v.s. made for
- Ask, Ask, Ask... leverage Network

# Set up and operationalize “EU/Italian System”

- What ... provide kit of services / competences to support PMIs
- How ... establish competence center in 4.Manager
- Why ... provide easy / immediate access to essential services to success

*Competences*      *Lesson learned*      *Business Development*  
*Network*      *Skills*  
*Expertise*      *Data Center*      *Consultants / Temporary Manager*

**Leverage power of FM to set up an Export Management System**