



SCOPE YOUR BUSINESS MODEL

DEVELOP YOUR STRATEGIC APPROACH TO EXPORT THROUGH LOCAL ASSESSMENT OF YOUR BUSINESS MODEL

- Growth and export – gain a perspective on how your initial step into a new market may look like
- Quick clarification on resources and questions
- Create the strategic decision foundation for your company

O₂matic
"WE HAVE BEEN VERY SATISFIED WITH THE PROCESS, AND IT HAS HAD SIGNIFICANT STRATEGIC IMPORTANCE FOR OUR PRIORITIZATION...TC HAS UNDERSTOOD OUR WORLD AND HAS PROVIDED SOLUTIONS THAT PRECISELY MATCH OUR COMPANY"
FARZAD SABER, O2MATIC

BalancAir
"WITH A MINIMAL TIME CONSUMPTION WE GAINED A GOOD, OVERALL UNDERSTANDING OF THE OPPORTUNITIES AND CHALLENGES THAT LIE IN CHINA FOR BALANCAIR. THIS ENABLES US TO MAKE STRATEGY/DECISIONS REGARDING WHEN AND HOW TO INCORPORATE CHINA INTO OUR EXPANSION PLANS"
ASGER HEE STJERNHOLM, BALANCAIR

Retinalyze
"THERE HAS BEEN SIGNIFICANT VALUE DERIVED FROM OUR BUSINESS MODEL ASSESSMENT CONDUCTED IN COLLABORATION WITH THE TRADE COUNCIL...THE OUTCOME IS A COMPILATION OF POSSIBLE PATHS FOR US TO PURSUE, AS WE HAVE IDENTIFIED POTENTIAL PARTNERS AND HAVE REACHED OUT TO SOME OF THEM"
THOMAS D. NIELSEN, RETINALYZE

otiom
"I AM VERY IMPRESSED WITH THE TRADE COUNCIL, THE CHINESE HEALTH TEAM AND MOST IMPORTANTLY, THE BUSINESS MODEL THAT HAS BEEN DEVELOPED AND PROPOSED TO OTIOM. OUR COMPANY HAS GAINED UNIQUE KNOWLEDGE ABOUT THE CHINESE MARKET, WHICH MEANS THAT WE NOW KNOW HOW TO APPROACH TAKING OUR FIRST STEPS"
RICKI TOFTELUND LARSEN, OTIUM



YOU MUST MEET CERTAIN CONDITIONS TO BE CONSIDERED FOR PROGRAM SUPPORT:

75% funding support can be received for the program if your company can be defined as an SME according to EU criteria:

- Employs fewer than 250 persons and either has an annual balance turnover not exceeding 50 million EUR or an annual balance sheet total not exceeding 43 million EUR.
- Received a maximum of 300,000 EUR in public support over the past three years (EU de minimis)

For further information, please contact The Trade Council's SME team: eigsme@um.dk