

ET4S TRAIN THE TRAINERS ON INTERNATIONALIZATION

In the context of the **European Technologies for Sustainability Project (ET4S)**, we have organized a **Train the Trainers** to provide relevant information about internationalization approach for companies and clusters. We will have the opportunity to learn from experts how to approach the internationalization strategies, which aspects are relevant and how to address certain markets, with a special focus on some **ASEAN** (Singapore, Taiwan and China) and **North American markets** (USA and Canada).

This train the trainers will consist on 8 different sessions addressing different needs related with internationalization. These are the topics that will be addressed:

1. **How to eventuate the company readiness for global expansion** (31st January 2022)
2. **How to succeed in business in the USA** (14th February 2022)
3. **Startup Acceleration process from the idea to motivated company** (28th February 2022)
4. **How to succeed in business in the China** (14th March 2022)
5. **How to communicate and use online media in Asia** (28th March 2022)
6. **How to succeed in business in the Taiwan** (11st April 2022)
7. **How to communicate and use online media in USA** (27th April 2022)
8. **How to succeed in business in the Canada** (9th May 2022)

Participants might register for those sessions that can be most interesting to their needs. There is not a minimum neither a maximum number of session to attend

► Cost:

Free of charge.

► Duration:

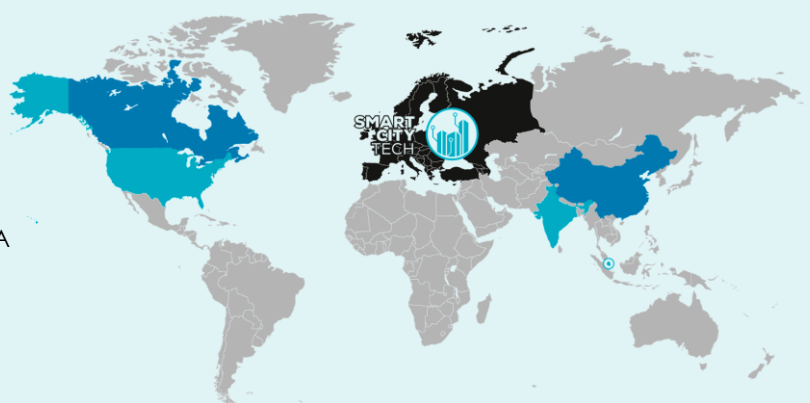
Approximately. **One hour** sessions with Q&A

► Target:

SMEs and clusters from EU

► Registration

[follow this link for registration](#). Some days before the webinar, you will receive the link which will enable you to connect with the session registered.



European Technologies for Sustainability (ET4S project):

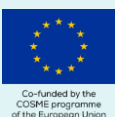
European Technology for Sustainability project supports the development of **collaboration and business agreements** between the EU and North America (North East Coast of the USA- and between the EU and Asia/Asean (Singapore and China ic. Shanghai). ET4S focuses on **technology enabled solutions addressing sustainability challenges in urban areas** (water, air, energy, waste etc.). The project is managed by a consortium which is embedded within the [SmartCityTech](#) partnership and can leverage on the expertise and network build by this partnership since 2013.



ET4S follows the next **objectives:**

1. To develop viable **cooperation and business agreements** in the Smart City domain. ET4S will explore concrete opportunities in the target regions hereby leveraging on the existing beachhead network which was already developed through the [SmartCityTech](#) partnership. This has to lead to at least 2 collaboration agreements and 4 business agreements.
2. To increase the likelihood of **impactful internationalization** by developing a **online assessment strategy** and grant access to support by internationalization experts either in the EU and in the target countries.
3. To **organise events** in EU to prepare the companies for internationalization. The project team will organize webinars to get acquainted with the target market, we will organize matchmaking missions toward the target markets and will provide follow up toward the business agreements. ET4S will support individual matchmakings, organize events, make member companies benefit and strives for a 5% increase in turnover and employment reported by the companies involved.
4. To support all the activities with a sound **communication strategy**, involving the eT4S partners's network, the [SmartCityTech](#) ecosystem, the European Cluster Ecosystem (ECCP) and the ecosystem of the bridgehead partners.

www.smartcitytech.eu



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