

## Access to European Internal Market

We help companies to plan and successfully implement foreign expansion within EU market.

### Objective

Assisting SMEs in entering foreign markets.

### Added value for the client

Assistance for SMEs in entering foreign markets: successful attraction of new foreign partners/channels/customers.

### Procedure

When entering foreign markets, organizations typically go through several stages to ensure a smooth and successful market entry. The work is divided into 4 stages:

#### Stage 1 ONBOARDING (Ongoing).

First, the company has a meeting with the facilitator and during the one-to-one meeting/conversation they clarify the need for the service scope (content), various options of the service intensity are presented and explained. This initial stage involves conducting preliminary research and analysis to evaluate the feasibility and potential of entering a foreign market.

#### Stage 2 Situation analysis and assessment of 1-2 weeks.

Meetings with a scale-up services expert. In this stage, a comprehensive analysis of the target market is conducted. This includes gathering market intelligence, conducting market research, and evaluating local customer preferences, cultural factors, and market trends.

#### Stage 3 SOLUTION DESIGN of 2-4 weeks.

Based on the insights gained from the previous stages, the organization with expert support develops a market entry strategy and designs an appropriate solution. Market entry strategies provide businesses with a roadmap to enter into international markets.

#### Stage 4 Implementation of 3 months.

The final stage involves executing the market entry plan. This includes establishing the necessary infrastructure, setting up local operations or partnerships, and building relationships with stakeholders in the target market. It is crucial to closely monitor the implementation process, track key performance indicators (KPIs), and make necessary adjustments to ensure the success of the market entry strategy.

It's important to note that these stages are not necessarily linear, and there may be overlaps or iterations between them. Flexibility, adaptability, and ongoing evaluation are key throughout the market entry process to effectively respond to market dynamics and ensure a successful entry into foreign markets.

### Contact

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