

european multimedia accelerator



Business Expansion Training Course Brussels, Belgium 19-21 April 2004

Course programme

	Monday 19 April 2004	Tuesday 20 April 2004	Wednesday 21 April 2004
08:00	Welcome desk and registration		
09:30	Lecture: Philippe Wacker & Ron Weerdmeester, EMF Introduction to the course, objectives, international networking as prerequisite to international business expansion	Lecture: Klaus Fleischmann, Termnet Globalisation, internationalisation, localisation and translation... and how to do it.	Lecture: Thibault Verbiest, Ulys Applied legal aspects on European expansion
10:30	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion
11:00	Lecture: Justin van Wolven, PNO International business expansion and European critical success factors	Lecture: Harry Oude Wolbers, Con7 Human resources and entrepreneurial skills	Lecture: Ingo Hussla, Izet Financing options, sources and planning
12:00	Lecture: Patrick Corsi, Innova	Common lunch	Work on business plans and individual coaching sessions
12:30	Market research & competitive analysis: a pan-European perspective		
13:00	Common lunch		Common lunch
13:30			
14:00	Lecture: Patrick Corsi, Innova Markets and marketing in a pan-European multilingual and multicultural setting	Work on business plans and individual coaching sessions	Work on business plans and individual coaching sessions
15:00	Coffee break and discussion	Coffee break and discussion	Coffee break and discussion
15:30	Work on business plans and individual coaching sessions	Work on business plans and individual coaching sessions	General wrap-up session
18:30		Cocktails & joint dinner / Social event	
22:00			

Taking your business international: www.e-multimedia.org/accelerator