

»To turn really interesting ideas and fledgling technologies into a company that can continue to innovate for years, it requires a lot of disciplines.«

Steve Jobs, Apple

CEED Regional Top Class program for ICT companies

As an ICT company you are recognized in your local market, you have products and/or services that are well accepted, you have a steady client list, a stable team, you may have international clients, you may have an international subsidiary and you have the ambition to become a regional and international player. Yet, you are noticing that expanding internationally requires additional thought and knowledge, as you cannot just »copy-paste« your local success.

As you are stepping into new markets you are faced with larger competition of local companies who know the market and are recognized locally. You are facing the challenge to develop a business model that will work internationally, finding local partners and clients, leading multicultural teams. Larger multinationals have systems and necessary funding in place when entering new markets, but as an entrepreneur you need to put the systems into place yourself.

CEED Regional Top Class program will help you gain insight into best practices on how to set-up and lead an international company and it will give you the opportunity to build a network and partnerships with other ICT companies in the region.

Within the program you will find answers & cases on:

- What are good practices of international expansion – do I have a good business model for international expansion
- How do I set-up and lead an international sales team
- How to build Excellency in operations to be able to deliver to demanding international customers
- How to lead multi-site projects
- Does my business have a global potential and how do I go globally?

The program will bring together a multinational group of ICT entrepreneurs who want to expand regionally and internationally. The program will help you gain knowledge through the CEED approach:

- Through a combination of »theory & practical experience«, you will be able to learn by benchmarking and learning from larger companies as well as other entrepreneurs from the region who have successfully built an international ICT company.
- Through peer to peer discussions you will be challenged to rethink your business strategy and practices.
- Through networking events you will have the opportunity to gain insight on what is happening in the ICT market within each of the visited countries and will have an opportunity to meet potential business partners.

Program goals:

- Gain information and knowledge necessary for setting up and leading a regional and international ICT company
 - various business models and how they work
 - various supplier lifecycles and typical business expansion routes
 - providing quality services/products internationally
 - setting-up an international sales organization
 - managing an international team
- Expand regional and international network and provide opportunities for partnerships and business development initiatives
 - Cooperate and build network within an international environment
 - Meet potential partners within the countries of the CEE
 - Build understanding about the competitive environment of ICT industry within the region
- Test whether you are ready for the regional and global market

Methodology

- **Workshops** that are run by successful entrepreneurs and trainers from the ICT sector, where knowledge will be transferred through a combination of »theory & practical experience«. Lecturers and trainers will share their experience with participants and provide practical business development information.
- **Meetings with ICT peers** where participants can discuss and get feedback on their specific business cases and questions.
- **Networking activities** for broadening contacts within visited local environments.
- **Benchmarking** and learning from larger ICT companies as well as other entrepreneurs who have successfully built an international company.
- **Meeting with venture capitalists** and pitching your ideas/products/services thus testing your global market potential.

Time frame: April 2010 – October 2010

Program Fee:

- One participant: 2500 EUR + VAT (Fee includes CEED membership for 2010. Fee doesn't include travel and accommodation costs)
- Two company seats¹: 3200 EUR + VAT (Fee includes CEED membership for 2010. Fee doesn't include travel and accommodation costs.)

Information and Application:

For more information and application contact your local CEED center or alenka.zavasnik@ceed-slovenia.org

¹ One participant is constant whereas the second participant can differ depending on the module content and company interest

Program overview

MODULE 1: »SALES AND SETTING UP AN INTERNATIONAL SALES ORGANIZATION«

22.-24. April, Ljubljana, Slovenia

- Getting to know the group and the way the group will work
- Workshop: The sales process; International sales strategy; Setting and leading an international sales organization
- Cases: Cisco, HERMES SoftLab
- Presentation: ICT market in Slovenia and business opportunities
- Networking: Meeting with a larger network of Slovene ICT companies
- Be challenged by ICT peers: Do I have an appropriate sales strategy?

MODULE 2: »GROWTH THROUGH IT, OUTSOURCING AND GLOBAL DELIVERY SERVICES«

13.-15. May, Sofia, Bulgaria

- Bulgarian IT & Outsourcing competitiveness on the global markets
- Cases: HP, Sofica Group AD; Creating new technology driven centers – new regional opportunities
- Workshop: CMM®I methodology; Software delivery process
- Presentation: ICT market in Bulgaria – strengths and weaknesses
- Networking: Meeting with a larger network of Bulgarian ICT and outsourcing companies
- Be challenged by ICT peers: Am I leading efficient and quality operations?

MODULE 3: »BUILDING AND MANAGING YOUR TEAM«

16.–18. June, Skopje, Macedonia

- Workshop: Building your leading team, setting the organization for growth and managing multi-location teams
- Cases: Seavus, Nextsense
- Presentation: ICT market in Macedonia and opportunities
- Networking: Meeting with a larger network of Macedonian ICT companies

MODULE 4: »GROWING AN INTERNATIONAL BUSINESS«

16.-18. September, Belgrade Serbia

- Workshop: Business models and strategies for international expansion
- Cases: Cisco, Telenor, NPS
- Presentation: ICT market in Serbia and business opportunities
- Networking: Meeting with a larger network of Serbian ICT companies
- Be challenged by ICT peers: Do I have an appropriate business model for expanding internationally?

MODULE 5: »GLOBAL ENTREPRENEURSHIP - ARE YOU READY FOR A GLOBAL BUSINESS?«

October

- Workshop: Growing a global business; Financing growth; Presenting yourself to VCs – elevator pitch
- Presentation: Newest trends in Silicon valley; Being a global business
- Networking: Meeting with international VCs and Silicon valley start-ups
- Be challenged by VCs: Do I have a product/service that has a potential for global markets? What should be my international strategy?

Trainers and speakers

Sasha Bezuhanova, *HP Bulgaria*: currently HP CEE Public Sector Director. On that position she runs HP business on a higher, regional level in growing countries such as Bulgaria, Poland, Czech Republic, Slovakia, Russia etc. Sasha spent 12 years being HP Bulgaria General Manager. Before that she was S&T Bulgaria manager. The motto of Sasha's work is »Uncompromising !«.

Georgi Brashnarov, *Nemetschek and BASSCOM*: George Brashnarov is the General Manager of the privately held company part of the "Global Sourcing" Strategy of Nemetschek AG, Germany and the Chairman of BASSCOM (Bulgarian Software Companies Association). He has 20 years of experience in the development and implementation of software solutions in different business areas and 15 years in the management of teams for software development and implementation.

Jure Božič, *Our Space*: a serial entrepreneur, who runs Our Space group, comprised five companies, which deals primarily with integrated solutions in the area of IT systems. He was also the regional manager of the American company Silicon Graphics for South-Eastern Europe.

Miloš Đurković: Miloš Đurković was for the last 3 years general manager of IBM for Serbia, Montenegro, Albania and Macedonia. Prior to that he set-up CISCO in Serbia. He was also vicepresident of Amcham Serbia and a member of the managing board of NALED.

Jožek Gruškovnjak, *Cisco Systems*: director at Cisco Systems where he heads the consulting group Internet Business Solutions Group (IBSG) for Latin America, Near and Middle East and Africa. He was also the director responsible for team leadership, development and implementation of the sales strategy and programmes in SE Europe. Before arriving to Cisco, he co-founded NIL Ltd, a leading Slovenian company in the field of data communications.

Vasko Kroneski, *Nextsense*: For more than 12 years he has been General Manager at several different web and software development companies, and is currently CEO and owner of Nextsense. Aside from his leadership role at Nextsense, Vasko is also chairman and co-founder of Exploring Macedonia, the National Tourism Portal for Macedonia, as well as a Managing Partner and co-founder of Httpool Macedonia, an internet marketing company.

Zvonko Kuzmanovski, *IIOSS Tokyo*: is the vice president and chief product officer of IIOOS Tokyo, a management consulting company that works on organizational diagnoses, organizational strategies, and organizational improvements. They work with companies and organizations in and outside of Japan, Internet-based consulting work, and other work incidental thereto.

Igor Leshtar, *Seavus*: manager and one of the founders of Seavus, a software development company with its own software packages. Seavus is a company that employs around 80 people and has departments in Malme, London, Boston, and in Riga is in process of establishment. Some of the Seavus clients are well known global companies such as Chevron, Motorola, Volvo, Ford etc. *(tbc)*

Vladan Petrović, *NPS Group*: general manager of NPS, company specialised in consulting and services in IT - implementing, upgrade and maintenance of integrated business solutions (ERP) and business intelligence solutions. NPS is a part of a group with headquarters in Slovenia and is well known as one of the leading Microsoft Dynamics partners in the region.

Matt Mayfield, *Telekta*: began his career as an electrical engineer and has gradually specialized in the less technical side of offering development and sales management. Mr. Mayfield has built or enlarged business initiatives in North America, Asia and Western European markets for major companies such as IBM, Honeywell, Contraves, and Hermes SoftLab as well as having helped several smaller niche businesses.

Goran Obradović, *CISCO Serbia*: general manager of CISCO Serbia. He started working for CISCO 4 years ago, and prior to that, he was employed as a sales& support engineer in one of the ICT giants in Serbia, "Informatika".

Georgi Sharkov, *European Software Institute Regional Center*: Georgi Sharkov became ESSI Center manager in 2004. His career mission is to promote the Balkans as a strategic region for IT and outsourcing.

Petar Statev, *ICT Cluster Chairman, BASSCOM Bulgaria board member*: Peter Statev is co-owner and Chairman of the Board of Directors of Smartcom – Bulgaria and Chairman of the Managing Board of the Bulgarian ICT Cluster. Mr. Statev is a successful IT sector entrepreneur with a significant role in local IT business development.

Miroslav Valtchanov, *HP Global Delivery Center*: He has 10 years successful HP career. In that period he was Public Sector consultant (Bulgarian ID Cards deal). For 1 year he has worked as an expert for HP Australia. Currently he manages a big team of experts focussed on specific regional IT operations in HP Global Delivery Center in Sofia.

And other guests and speakers...

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