



THE SEVEN STEPS OF INTERNATIONALIZATION

The Guide of Internationalization to
women entrepreneurs

**International seminar and work meeting in Oslo, Norway
Hosted by Innovation Norway - 19.-21.3.2006**



The Guidebook gathers together facts and fiction

about the path of internationalization of women entrepreneurs from different countries.

It tells how the internationalization process works today and how it should work, what kind of new structures we need. The role of recourse centres as passages to international markets is an important issue in the guidebook, too.



The Guidebook enters a step by step to international markets

from an idea to the growing international businesses.

We look the process from a point view of one single entrepreneur.

The internationalization steps take her to different countries and to the situations of them. The steps of path go's by the examples of best practises which each country can give.



The three levels of guidebook :

- the common path of internationalization
- the situations of different countries
- the best and also possibly bad practises



The ideal process of internationalization
and structures that support that process are
shown in the end of the guide.



The target group of guide

are both entrepreneurs and advisors. It works at the same time as an advising book and in the same time the task of guidebook is develop the structures.



To an entrepreneur guide gives

- information
- consulting
- business ideas
- what kind of capacity is needed on personality of entrepreneur in the process of internationalization (courage, greedy to work and “to do by myself”, positive and “never give up” -attitude...)



To an advisor guide gives

- concrete stories and problems
- needs and themes of advising
- the presentation of process that functions



The path of internationalization could go for example in this way:

1. An idea about internationalization
For ex. Latvia

3. Finance
for ex. Norway

5. Partnership/receipt
for ex. Sweden

7. The Growth of international businesses
For ex. Lithuania, Finland?

2. Support and advising services
For ex. Finland

4. Going out in practise
For ex. Lithuania

6. The establishment of international businesses
For example: ??????





1. **An idea** about internationalization

- a story of entrepreneur who has extra ordinary idea and strong eagerness to internationalization
- an example from Latvia because there we can find very extraordinary and wild ideas
- how projects promote the process of internationalization
- the common situation in Latvia from the point of entrepreneur



2. Support and advising

- a story of entrepreneur in a jungle of support and advising organizations
- an example from Finland, because there we can find very many different services of internationalization
- the common situation in Finland from the point of entrepreneur



3. Finance

- a story how to find finance
- Micro credit from Norway as an example
- the common situation in Norway from the point of entrepreneur



4. **Going out** in practise

- what it needs to go in practise
- a story from Lithuania, for example the apple gardner
- the common situation in Lithuania from the point of entrepreneur



5. Partnership/receiver

- a story about that how you can find a partner from a target country
- Sweden and recourse centres as an example passages to way contact partners
- the common situation in Sweden from the point of entrepreneur



6. The establishment

- the story of an entrepreneur aiming to establish her international business
- Example country ???



7. Growth

- a story of growing established international businesses
- for example the apple farmer from Lithuania, her internationally growing businesses
- the common situation in Lithuania/Finland???
from the point of entrepreneur