

HOW TO CREATE INTERNATIONAL GROWTH FOR DESIGN SERVICES**Open seminars in Tallinn spring 2020**

The programme is tailor-made for Estonian design agencies, that are hungry for international growth – and therefore highly motivated to sharpen their specific offering, business model and overall attractiveness.

NB! Some of the Export Programme seminars **are open to participate for all the members of EDC design agencies network**. Let us know at info@disainikeskus.ee if you wish to participate some public sessions.

The objective of the programme is to create the necessary preconditions for design agencies in order to support their international growth and improve their export sales. The programme will offer both, plenty of inspiration and specific instructions for design agencies for growing on an international level, as well as personal mentorship by professionals with an agency background from the Nordics. It will allow design agencies to review their business models, prepare for entering external markets, and acquire primary knowledge and experiences in three foreign markets (Finland, Germany and either Sweden or Denmark). Companies will be guided to make their individual international growth plans.

The open seminars are an essential part of the programme, and will provide inspiration and guidance for international growth through hands-on experiences and learning points shared by Nordic business professionals – also, for designers and design agencies outside the programme. Welcome to join the seminars, and to start planning your next business leaps!

Open seminars in Tallinn spring 2020

SESSION 1. Case Palmu / Solita - How did they do it? A Nordic design agency, that has managed to create a substantial international growth.

6 March 10:00 - 16:30 OPEN SESSION from 10:30

Speaker: Peter Barkman

Location: Cultural hub I floor (Põhja pst 27a)

Price: 24 EUR + VAT for the members of EDC design agencies network

The session will give us an insight of becoming a part of a larger organization – and moreover, having a private equity company as the majority owner. Pros and cons.

10:30–12:30 Case Palmu/Solita: How did they do it, what were the key elements for success? What can we learn from it? Peter Barkman, EVP, International Expansion & CMO at Solita.

Solita (<https://www.solita.fi/en/>) is a Finnish growth company combining technology and design services, and with a strong focus on international expansion. As the founder of a successful design agency, Peter will share with us the story and learning points of Palmu, that was acquired by a private equity company as a new business unit within Solita a few years ago.

Why did a private equity company get interested in Palmu?

What are the opportunities and challenges as a part of a large organization, instead of being an independent agency?

12.30 – 13.30 Lunch and networking

13:30 – 16:30 Pitch for future collaboration!

A unique opportunity to make a presentation, and to discuss the specific know-how and offering of each participating agency with Peter.

15:00 – 15:30 Additional discussions

15:30 – 16:30 Findings & conclusions!

SESSION 2. Highlights from the focus markets (Finland, Germany&Denmark)**20 March 13:00 – 18:30** OPEN SESSION from 13:15 - 17:45**Speakers: Irene Surva-Lehtonen, Argo Sildvee, Anneli Vilu, Sissi Silván&Peter Post****Location:** Cultural hub I floor (Põhja pst 27a)**Price:** 45 EUR + VAT for the members of EDC design agencies network

The session will concentrate on opportunities and challenges, that Estonian design agencies might meet in these markets.

13:15 – 13:45 Finland. Irene Surva-Lehtonen (via Skype)

Highlights and advise for Estonian companies shared by Irene Surva-Lehtonen, Enterprise Estonia, Helsinki

13:45 - 15:00 Case Velvet: Argo Sildvee, the DealMaker, will share with us Velvet's experiences and learning points from the Finnish market – and also more globally.

15:00 – 15:15 Break&Networking**15:30 – 16:45 Denmark. Anneli Vilu.**

Anneli is General Manager at the Danish-Estonian Chamber of Commerce in Tallinn, will share her learning points concerning the Danish market – from various perspectives. Also the facilitator Sissi Silván will highlight her view on the Danish lifestyle and business scene – after living in Denmark for the past ten years.

16:45 – 17:00 Networking**17:00 – 17:45 Germany. Peter Post** (via Skype)

Peter is Director at Scholz & Volkmer, successful design agency based in Wiesbaden and Berlin. Peter will share with us what it takes for a foreign agency to be an interesting potential business partner within the creative scene in Germany.

SESSION 4. Funding. Information about various funding alternatives – what they take, and what they give?**15 May 13:00 – 18:30** OPEN SESSION from 13:00 - 18:30**Speakers: Marge Pihlapuu, Ira Stening, Pontus Juntunen****Location: Telliskivi 60a-7 II floor (Design Centre's new office)****Price: 45 EUR + VAT for the members of EDC design agencies network**

The goal of this session is to give an overview of various funding alternatives for your international growth. What is expected from you? And what can you expect from your partners?

13:00 – 14:00 Enterprise Estonia. Marge Pihlapuu

Marge is Head of International Growth Programmes, and will give us an update about the latest news within her field at Enterprise Estonia – support for export and growth plans. Current possibilities and criteria.

14:00 – 15:30 FIBAN, Ira Stening <https://www.fiban.org/>

Who are Business Angels and how could they help you with international growth? What do they expect from you? Where to find them, and how the reach out for pitching? How to succeed in pitching?

15:30 – 16:00 Additional questions & networking**16:00 – 17:30 AnCann, Pontus Juntunen, CEO at AnCann** <https://www.ancann.fi/>

VCs, private equity companies, family offices, crowdfunding... Pontus knows the whole private funding field in and out, and will share with you hands-on information about their core features – helping you to understand what type of partner might be the right one for you in different phases along your growth path, and what kind of business proof would be needed in order to catch the interest of your preferred partner.

17:30 – 18:30 Findings & Conclusions

SESSION 5. How to create a winning team for growth and international expansion?**5 June 13:00 – 18:30** OPEN SESSION from 14:00 - 16:00**Speaker: Pirjo Airaksinen****Location: Telliskivi 60a-7 II floor (Design Centre's new office)****Price:** 24 EUR + VAT for the members of EDC design agencies network

The goal of this session is to receive a deeper understanding and respect for the importance of leadership and overall human resources, especially in an expert organization.

14:00 – 16:00 Pirjo Airaksinen

How to create a Winning Team for growth and international expansion.

Case Superson, **Pirjo Airaksinen**, Ex CEO, now Head of Culture at Superson

The power of company culture – how do you create it, and how do you keep it? What is the added business value?

What kind of competences you should have: in-house; in your network; outsourced; on consultant basis; on the board of directors?

Successful solutions (and hiccups) tested at Superson <https://superson.fi>

16:00 – 16:30 Coffee & networking**16:30 – 18:00** Pitch for future collaboration!

A unique opportunity to make a presentation, and to discuss the specific know-how and offering of your agency with Pirjo.

18:00 – 18:30 Findings & Conclusions

The programme is co-financed by the European Regional Development Fund via Enterprise Estonia.

