

## 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](mailto: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

**Fri 6 March 10:00 – 12:30 How they did it? Case Palmu / Solita: a Nordic design agency, that has managed to create a substantial international growth.**

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

Peter Barkman, EVP International Expansion & CMO at Solita

<https://www.solita.fi/en/>

Solita 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 you 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?

Price: 24 EUR + VAT for network member

**Fri 20 March 13:00 – 17:15 Highlights from the focus markets (Finland, Germany, Sweden or Denmark)**

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

*The session will concentrate on opportunities and challenges that Estonian design agencies might meet in chosen focus markets:*

13:00 – 13:30 The goals of the day

13:30 – 14:00 Enterprise Estonia and their services in foreign markets TBC

14:00 – 15:00 Helsinki / Finland

15:00 – 15:15 Break

15:15 – 16:15 Stockholm / Sweden or Copenhagen / Denmark

16:15 – 17:15 Berlin / Germany

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17:30 – 18:30 Findings & Conclusions

Price: 45 EUR + VAT for network member

**Fri 15 May 13:00 – 17:45 Information about various funding alternatives – what they take, and what they give?**  
**Location: Telliskivi 60a-7 II floor (Estonian Design Centre new office)**

*The goal of this session is to give an overview, how to support your export and growth plans.*

**13:00 – 14:00 Enterprise Estonia**

Latest news concerning programmes to support 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 to reach out for 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... 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.

Price: 45 EUR + VAT for network member

**Fri 5 June 14:00 – 16:00 How to create a Winning Team for growth and international expansion. Pirjo Airaksinen**  
**Location: Telliskivi 60a-7 II floor (Estonian Design Centre new office)**

The magic 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?

Let's learn about the successful solutions (and hiccups) tested at Superson

Pirjo Airaksinen

Ex CEO, now Head of Culture at Superson

<https://superson.fi/>

Price: 24 EUR + VAT for network member