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GLOBE
TROTTERS

**Innovative methods to boost
women entrepreneurs
international visibility**

Barcelona, 5th & 6th September 2024

**INTERNATIONAL WORKSHOP
AND NETWORK EVENT**





The program of the 2 days

Thursday 5th September

10:00 The event and its scope
10:45 Getting to know the participants
12:00 Inspired by international women
remarkable leaders
12:20 Presentation Design Thinking Workshop
12:30 Brainstorming Internalization
13:00 Break
13:15 Design your venture
14:15 Conclusions preparation Day 2
14:30 Lunch at the venue



Friday 6th September

10:00 Present your ideas & validation
12:30 Evaluation of the event
13.00 wrap up, What's next? in the
project and as group
13:30 Lunch at the venue



Why are we here?

To assess and improve the method we call MEET&LEARN, prepared by the partners.

The method aims at fostering women ability to cooperate while planning for internationalization of their ventures.

In short: we prepared a method that (we hope) allow you to meet your potential partner, start your venture together while you grow professionally.

And having some fun!





The project

GLOBE TROTTERS is a small-scale cooperation project aiming at **offering a new way** to support women entrepreneurs interested in **internationalization** and increase their **ability (and chances)** to cooperate, **compete** and work at international level.



The project has 4 partners – with different specializations



1 common interest.
Support women in realizing their plans.



Background

The project addresses the lack of a learning program addressing women (specifically) interested in reaching international markets – alone, in team – or explore the possibilities offered by the EU market.

The project has been useful to create a new method to help those entrepreneurs, and provide them an engaging collaborative learning session to allow them to share expertise and enlarge their network.





How ambition

Offer a new, more engaging way for entrepreneurs - interested in internationalization- to get together, and learn how to support them in planning their strategy and set their network to work and compete at the international level, regardless of their sector and specialization.





Key Takeaways of the method

Increase women ability to work in an international enviroment.

Boost the the so called “power skills” and other trasversal skills needed to work in a multi-cultural team.



Learn the key aspects of internationalization, to get the basic elements to form a strategy and define your personal scope.

Activate skills as SYSTEM and STRATEGIC THINKING.

Co-design your venture using DESIGN THINKING methods, to take advantage of the synergic power of the team and plan for next steps.



Key elements of internationalization

Internationalization of supplies

Establishing supply relationships in foreign countries, to diversify the supply chain, the need to reduce raw material costs, or to identify very specific sources of supply not available at home.

A company's entry into foreign financial markets. Here again, the objectives can be very diverse and include the search for new sources of financing, the purchase of investment vehicles, the acquisition of shares in corporations and more.

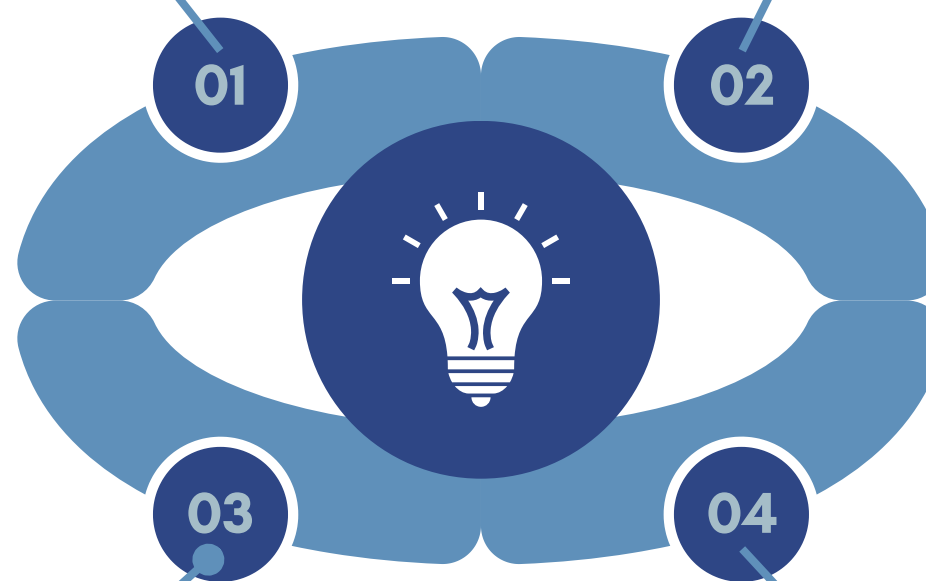
Financial internationalization

Internationalization of R&D

The organization's R&D activity is developed abroad independently or through partnerships with other companies or institutions of a public or private nature.

The typical example is relocation, whereby a company moves or expands its production abroad.

Production internationalization





Internationalization: Definitions and Models | Internationalization Strategy Course

Para salir de la pantalla completa, presiona **Esc**

INTERNATIONALIZATION

process of increasing

- designing
- modifying

INTERNATIONALIZATION MODELS

The Uppsala model

Network model

Born global model

1:53 / 3:09

<https://www.youtube.com/watch?v=OMJfjU0--MM&t=104s>

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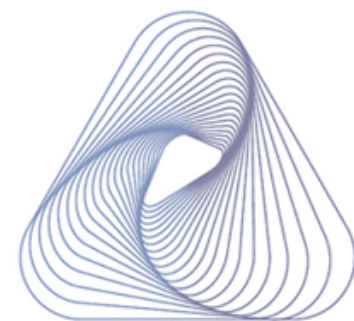
Let's
start!



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GLOBE
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FRAMEWORK



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SKILLSZONE
EMPOWER YOURSELF

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