



## VBU Competence-Team Internationalization for SMEs

**We have to follow the customer, because the customer does not follow us!**

Germany with its good governance and pro-business strategies, makes it an excellent investment location for foreign small and medium sized enterprises (SME) and an initial point towards other European markets.

However, entering a foreign market is also associated with new strategic and operational requirements:

- **Developing an internationalization strategy**
- **Knowledge of foreign country markets**
- **Project-implementation on foreign markets**

The VBU Competence-Team for “Internationalization” aims to accompany SMEs who want to enter a new market and those who intend to optimize their already existing activities and cooperation’s in a foreign market.

Our focus is on the **German and European markets**, China and the US market.

Consultancy services for other markets are also available upon request.

### What we do

Support and advice exactly at those points of the internationalization process, which are crucial to the achievement of your goals

- **Potential Analysis and Resources Check**
- **Internationalization Vision, Goals, Strategy**
- **Target Market Specifics**  
Entry Mode  
Regulations  
Market Settings  
Cultural Differences
- **On-Site Support from Competend and Trusted Partners**

We accompany your business throughout the process of internationalization:

- **One Face to the Customer**
- **A Strong Network**

# VBU Competence-Team

## Internationalization for SMEs

### Internationalization as a process

To create optimal conditions we offer you a SME-compatible modular service-portfolio in the form of consulting, project-management, coaching, workshops/seminars and interim-management along the internationalization process.



### VBU Network of consultants

VBU is an entrepreneurs network of independent consultants from all over Germany. The VBU partners gained their expertise in executive positions within their businesses. Our goal is to analyze, advise and qualify your company - ensuring its long-term success.

### Diversity is our strength

Internationalization | Strategy | Organizational Behavior, Leadership | Finance, Controlling | Marketing, Sales, Brand Building | Personnel Development, Recruiting | Quality Management, Risk Management | Sourcing | Communication, PR, Social Media | Project Management, Interim Management | Innovation Management | Coaching, Knowledge Management | Conflict and Crisis Management | M&A | Law & Taxes

On complex tasks we work together in our competence and multidisciplinary teams. Tailor-made solutions from a single source.

### Service-Portfolio

- Strategy Workshops Internationalization
- Macro- and Micro-Market Analysis
- SWOT-Analysis
- Early-Warning System for Stumbling Blocks
- Dealing with Regulations
- On-Site Support from Trusted and Competent Partners
- Finding your Best Business Partners and Suppliers
- M&A Support
- Intercultural Conflict Management
- Transnational Webinars, Online-Trainings and Coaching's provided by the VBU-Academy

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