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# PROGRAM



## Danish SMEs Going Global: The Strategic Path to Growth in Foreign Markets

**26th and 27th of August 2025**

Conference Center Aarhus University, Fredrik Nielsens Vej 4, 8000 Aarhus C

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# DAY 1

08.30-09.00

## ARRIVAL AND COFFEE

09.00-10.30

## GETTING STARTED: BUILD YOUR INTERNATIONALIZATION STRATEGY

- Learn from real-world internationalization strategy failures
- Understand how your firm's competitive advantages shape your internationalization strategy
- Get familiar with a practical roadmap for value-adding internationalization

10.30-10.45

## COFFEE BREAK

10.45-12.15

## CHOOSING THE RIGHT COUNTRIES: METHODS AND MISTAKES TO AVOID

- Learn approaches to selecting the right markets for your firm
- Extract lessons from cases: What works and what to watch out for?
- Practice what you've learned: How did you approach country selection in your own business?

12.15-13.00

## LUNCH

13.00-14.00

## PRACTICE SESSION: PLANNING FUTURE COUNTRY SELECTION

- Develop a revised country selection approach for your firm based on the insights from the morning sessions

14.00-14.15

## COFFEE BREAK

14.15-15.45

## ENTRY MODE AND EXPANSION STRATEGY: HOW TO APPROACH INTERNATIONAL GROWTH

- Learn entry mode options and how to evaluate them
- Practice what you've learned: What makes sense for your firm?
- Get an overview of strategic considerations that drive market expansion

15.45-16.15

## DEBRIEF AND Q&A

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# DAY 2

08.30-09.00

## ARRIVAL AND COFFEE

09.00-10.30

## MANAGING INTERNATIONAL OPERATIONS: TOOLS AND KEY CONSIDERATIONS

- Understand the role of global organizational structure
- Learn how culture, leadership, and staffing choices shape cross-border success

10.30-10.45

## COFFEE BREAK

10.45-12.15

## PRACTICE SESSION BASED ON A HARVARD-STYLE CASE: MANAGING CROSS-BORDER OPERATIONS

- Brainstorm strategies to tackle real-life management challenges in international operations

12.15-13.00

## LUNCH

13.00-14.00

## PROTECTING YOUR GLOBAL BUSINESS: MANAGING RISK IN INTERNATIONAL MARKETS

- Get an overview of types of risk: economic, political, and operational
- Practice what you've learned: Case-based discussion on risk scenarios and responses

14.00-14.15

## COFFEE BREAK

14.15-15.45

## PRACTICE SESSION: MAPPING AND MANAGING RISK IN YOUR FIRM

- Identify your firm's top 3 international risks
- Develop concrete mitigation strategies

15.45-16.15

## DEBRIEF AND Q&A