



***EUROPE ENTRY PROGRAM:
BUSINESS CULTURE & RELATIONSHIP
BUILDING FOR DELEGATIONS***

WHY IT MATTERS



Succeeding in Europe requires more than expertise—it demands cultural intelligence and strategic networking.



Our program helps delegations from outside Europe maximize their time, build trust, and engage effectively in business meetings, conferences, and negotiations.



By learning from local experts, delegates gain key insights into communication, negotiation, and humor—ensuring they make a strong impression and establish lasting partnerships.

This is not just about etiquette; it's about mastering business culture for tangible success.

WHAT MAKES US THE BEST AT THIS

Unmatched Global Expertise

With 15 years of experience in connecting startup ecosystems worldwide—including through the Global Startup Awards—we provide deep insights into European markets.

Expansive European Network

Our active network spans all European countries, featuring experts across industries who can be engaged to provide localized guidance.

Tailored Experience

Customized training and matchmaking ensure clear, measurable ROI aligned with your delegation's strategic objectives.

Training & Coaching Excellence

With decades of global coaching experience, we prepare delegations to navigate European business cultures with confidence.

Immediate & Lasting Impact

Actionable business culture strategies combined with sustained relationship-building ensure long-term success.

PROGRAM OVERVIEW

1. Preparation

Introductory Call: Define delegate profiles, goals, and investment/business focus.

Location Selection: Identify the best European city or the home country/city of the delegates based on industry relevance and strategic objectives.



2. Onsite Experience

Business Culture Briefing: Master etiquette, communication, and negotiation norms.

Country Snapshots: Key market insights and industry language from local experts.

Expert & Industry Talks: Actionable negotiation strategies and case studies.

Networking & Matchmaking: Curated meetings for concrete business discussions.



3. Follow-On Activities

Site Visits: Explore innovation hubs and industry ecosystems.

Ongoing Matchmaking: Strengthen relationships through curated networking events.

Post-Trip Check-Ins: Virtual support for continued business culture fluency.



ADVANTAGES & NEXT STEPS

Why This Program Delivers a Competitive Edge

Industry Expertise: Direct insights from practitioners in your focus sectors.

Custom Fit: Program tailored to your delegation's specific strategic goals.

Actionable Results: Immediate skills and networking wins from Day 1.

Long-Term Success: Ongoing engagement to foster sustainable partnerships.

Next Steps

Confirm Details: Finalize timeline, participant profiles, and industry focus.

Align Scope: Optimize the balance between training and networking.

Prepare for Success: Secure expert talks, venues, and matchmaking opportunities.

Let's create a customized experience that ensures your delegation thrives in Europe.



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***We provide the guidance, insights,
and connections to help delegations
succeed in Europe's dynamic
business environment.***

