

SOUTHERN  
SWEDEN CREATIVES

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**5 SHORT TIPS TO  
BOOST  
YOUR INTERNATIONAL  
BUSINESS.**

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Southern Sweden Creatives is carried out by:

invest in skåne



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EUROPEAN  
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Regional Growth



## HOW TO GO INTERNATIONAL - 5 THINGS THAT ARE GOOD TO KNOW!

- #01 KNOW YOUR MARKET
- #02 HAVE A STRATEGY FOR YOUR MEETINGS
- #03 IT'S STILL ALL ABOUT RELATIONSHIPS
- #04 GO NATIONAL TO GO INTERNATIONAL
- #05 MAXIMIZE SUPPORT FROM THE PUBLIC SECTOR

The Southern Sweden Creatives project supports small and medium-sized companies from the cultural and creative industries to grow internationally through professional business development, international exposure, and national coordination. The project focuses on Swedish companies that primarily work in the film, digital games, digital media and design businesses in the Skåne-Blekinge region of southern Sweden.

During the three years this project has existed we have been able to see that some things works better than others when you are a smaller company, wanting to enter a new international market. We would like to share these lessons learned with you in order to facilitate your journey towards international expansion.



## A FEW WORDS FROM OUR PARTICIPANTS.

“I can’t stress enough how important it is to build and maintain your network when you want to break into- and stay in a new market. You won’t survive on your own. Network is key!”

**MAGNUS PAULSSON, SOLID ENTERTAINMENT AB,  
ON INTERNATIONAL BUSINESS WITHIN THE FILM INDUSTRY,  
AUTOBAHN TO CO-PRODUCTION.**

“A big and important aspect for us is how this experience adds to building our brand, and how participating in this context is strengthening us as a company. A great stepping stone, helping us to grow our business!”

**DESIGN STUDIO KULLARO,  
ABOUT THEIR PARTICIPATION AT LONDON DESIGN FAIR 2018.**



“Working within the highly competitive game industry, networking has been the key to success for our company. We went from knowing nobody within the industry to now have interest from some of the world’s largest publishers as well as working relationship with Microsoft, Sony, Nintendo. I can’t even begin to explain our excitement for the future.”

**DENNIS RAMBERG, PIXEL SHADE,  
ABOUT THEIR PARTICIPATION AT NORDIC GAME 2018.**



# #01 KNOW YOUR MARKET

## #01

### KNOW YOUR MARKET.

#### DO YOUR HOMEWORK

Before even considering entering a new market, make sure you research it thoroughly. Benchmarking and looking into main competitors are crucial when starting off in a new market. Which segment does your brand or product fit? How does pricing structures/financing, as well as legal frameworks for exporting, look like?

#### KNOW YOUR TARGET CUSTOMERS

Make sure you spend some time researching who your target customer on the new market will be. If you know who your main target customer is, what they prefer, and how you meet their needs in comparison to the competition, you are off to a great start. Take time to really understand your customers. This will pay off considerably.

#### CHECK YOUR BUSINESS MODEL

If your export were to take off tomorrow – are you ready to handle the demand? Is the supply chain in order? Are partners in place?

## #02

### MANAGE MEETINGS LIKE A PRO!

#### TALK TO THE RIGHT PEOPLE

When attending an international fair, festival or marketplace, make sure that you find the contacts that are relevant to you. Research is key. Then make sure you book your meetings well in advance, because the people you want to meet will most likely have busy calendars.

#### BE UP TO DATE

Spend time getting everything up to date, and aim to make it look as good as possible. Is the teaser trailer of the up-coming project optimized? Are your prices competitive? Are you yourself up to date? Do you have a playable demo ready?

#### LANGUAGE MATTERS

Have your material available in multiple languages if possible. This could include a price lists in local or major currencies depending on which market you are targeting, as well as subtitles for trailers, teasers or demos.

#### MAKE YOURSELF HEARD

Work actively with press contacts before attending a fair or marketplace and try to be creative about it. Can you work with influencers? Have you got something newsworthy to share? Do you have any contacts that can give you some PR-advantages?

#### MAKE SURE YOU FOLLOW UP

When you get back home the hard work begins. Evaluate what you went through and make a list of people to get back to. Make sure you follow up on all meetings. You never know - with both a professional and personalized follow up, you might end up with an attractive business deal.

A woman with glasses is smiling and looking towards a man who is partially visible on the right. They appear to be in a professional setting, possibly a meeting or conference. The image is overlaid with a large, semi-transparent orange graphic that contains the text "#02 MANAGE MEETINGS LIKE A PRO!".

## #02 MANAGE MEETINGS LIKE A PRO!





# IT'S STILL ALL ABOUT **#03** **RELATIONSHIPS**

## #03

### IT'S STILL ALL ABOUT RELATIONSHIPS.

#### INVEST IN YOUR NEAR NETWORK

Establishing relationships and networks that are crucial to facilitating export to new markets takes both time and patience. When attending fairs, marketplaces and press-activities you build relations. It's important to maintain them.

#### FIND THE GATEKEEPERS

Identify and connect with the right gatekeepers through networking. The key individuals who can open the doors you need to meet distributors, sales agents and cooperation partners on new markets.

#### USE WHAT'S ALREADY IN PLACE

For example, Business Sweden, the Swedish Chamber of Commerce and even embassies can do a lot for you on the local markets you are trying to enter.

## #04

### GO NATIONAL TO GO INTERNATIONAL.

#### MEET THE WORLD AT HOME

A lot of international and relevant fairs, festivals or marketplaces are taking place in Sweden. Often over half of the attendees are from other parts of the world. You don't have to fly to faraway places to attend high quality events that can boost your export.

#### MAKE THE MOST OUT OF YOUR TRAVELS

If you have to attend a high-profile fair or marketplace, incorporate it into your brand and product narrative in Sweden. It can boost national sales and there are many likeminded companies who would love to connect with you and share experiences. This just may lead to future collaborations.



GO NATIONAL TO GO  
#04 INTERNATIONAL

# #05

## MAXIMIZE SUPPORT FROM THE PUBLIC SECTOR

### #05

## MAXIMIZE SUPPORT FROM THE PUBLIC SECTOR.

### REACH OUT

There are many opportunities to receive support from local and regional organisations within the public sector. They are there to help you in terms of knowledge, advice, financing, or to simply point you in the right direction.

### MADE BY SWEDEN

If possible, you can even connect your brand or product to Sweden's strong international reputation abroad. To position yourself as part of the "Sweden" brand can be a powerful narration tool.



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