

## Business women in Skane and Kronoberg

Welcome to a meeting about company development and your possibilities to create contacts in Germany and Lithuania.

**20 Juni 12.00 – 15.30 på Vånga 77.1 (north of Kristianstad)**

We meet at Vanga 77.1, a scenic experience facility where we socialize, discuss, eat well and listen to interesting speakers and their experiences of starting a business in other countries. What is important to consider? Which investments can municipalities make and how do I receive a part of them as an entrepreneur?

- "It was an amazing experience to work in different countries", says Malin Allinus, who, amongst other things started IKEA/IKANO in Germany.
- "Networking and marketing are the cornerstones of your business success", says Claes Sanden, who has run *Spirit of Food* for the Municipality of Kristianstad.
- "For my business, the a cross-border cooperation played an important role. It has given me new ideas, key contacts and a large network", says Margareta Hjelmqvist, business developer and owner of Vanga 77.1.

### This is how the day will look like:

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| 12.00 | Lunch   |
| 12.40 | Solveig Cappelen och Ulla-Britt Holmberg, project leaders, will talk about <i>Going Abroad</i> and your possibilities to reach out to the German and Lithuanian market.   |
| 12.50 | Margareta Hjelmqvist - To brainstorm on how other countries have done - will strengthen your business   |
| 13.10 | Malin Wallinius takes us on a business journey through several countries. What was important to take care of?   |
| 13.30 | Tina Larsen, Älmhult municipality, helps business owners from other countries who want to establish themselves in Älmhult to navigate. Is it important for municipalities to have twin cities and that companies establish themselves in foreign countries? |
| 13.45 | Claes Sanden talks about the difference between marketing a location and a business. And the network's importance for success.  |
| 15.05 | Discussion – How can I as an entrepreneur take the step out into the world.   |
| 15.30 | End   |

Sign up, at the latest, until June 18<sup>th</sup> with Solveig: [info@projektpartnersiskane.se](mailto:info@projektpartnersiskane.se) or 0707-947808

The workshop is free, but if you sign up and fail to attend, we are forced to charge a cost of SEK 300

Solveig Cappelen, Project leader

