



GLOBAL NETWORK MANAGEMENT

MARKET ENTRY STRATEGIES - WORKSHOP

Date: Tuesday March 28, 2006

Place: SysOpen Tower, Hiomotie 19, Helsinki

PROGRAM

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| 12.00 – 13.00 | MEETING OF THE PROJECT STEERING GROUP |
| 13.00 – 13.15 | COFFEE |
| 13.15 – 13.40 | GREETINGS OF SYSOPEN DIGIA PLC
STRATEGY 2006-2010 AND MARKET EXPANSION
<i>Jari Mielonen, CEO, SysOpen Digia Plc</i> |
| 13.40 – 13.45 | INTRODUCTION TO THE WORKSHOP SESSIONS |
| 13.45 – 14.30 | CASE SOLID INFORMATION TECHNOLOGY LTD.
<i>Kyösti Laiho, Senior Technologist, Solid Information Technology Ltd.</i> |
| 14.30 – 15.00 | COFFEE |
| 15.00 – 15.45 | CASE TEKLA PLC.
<i>Risto Räty, Director, Building & Construction, Tekla Plc.</i> |
| 15.45 | CLOSING OF THE WORKSHOP |



GUIDELINES FOR WORKSHOP PRESENTATIONS

During the event two of the project companies provide real-life cases of new market entry. Altogether 45 minutes will be allotted to each case including brief presentation of the decision-making situation by the focal company and discussion. More detailed description is given next.

Company presentation: A case about entering a new market area (10 min)

- Overview on the company (2 min)
- Products and business model (4 min)
- Starting point:
 - o Objectives for the target market operations
 - o Target customers
 - o Available resources and tolerance for risk-taking
 - o Juridical, etc. market-specific issues that have to be addressed

Group work and discussion (15 min)

- What options does the company have for mode of entry to the market?
- What are the positive/negative effects of the suggested modes?
- What is your recommendation for the company in the given situation?

Company presentation: How did the market entry occur in real life? (5 min)

- What type of entry modes were used?
- How did the market situation unfold?
- What is the current situation?

Discussion: What did we learn from this? (15 min)

- How did the product/business model affect the available alternatives?
- How did the particular market affect the decision-making?
- What kind of strategies should the company consider in the future in its international growth?