INTERNATIONALIZATION STRATEGIES FOR STARTUP

Giovanni Zazzerini, Ph.D
INSME is a private not-for-profit association established in 2004 bringing together policy makers, practitioners and researchers acting worldwide in the field of innovation and entrepreneurship:

- to facilitate the exchange of ideas, know-how and expertise;
- to diffuse original methodologies and tools;
- to promote public-private dialogues;
- to set up international partnerships.

This contributes to create a more fertile innovation ecosystem and a stronger global business environment for SMEs.

INSME counts on 64 Members from 30 different countries.
Given the global outreach and its active participation/involvement to the OECD Working Party on SMEs and Entrepreneurship, INSME has an exclusive and primary point of view on best practices in the field of innovation and entrepreneurship worldwide.

INSME works as a *one stop source* to access, analyze, share and benchmark innovation best practices.
SUCCESS FACTORS OF INTERNATIONALIZATION

Thank you

Giovanni Zazzerini

✉️ zazzerini@insme.it
🐦 gzazzerini
⌂️ www.insme.org