



**CUBE IN**

**Breaking the cultural  
barrier for innovative  
internationalising  
SMEs**

An online platform  
Culture training abroad  
Culture training at home

# Reaching emerging markets

Internationalising SMEs often focus on developed markets, such as the United States or another European country, because they offer both a big market to grow the business, but more importantly, it feels familiar. But growing SMEs into businesses with global reach means reaching out to emerging economies. And here, the unfamiliar can feel bigger and the potential market more intimidating.



Enterprise agencies and other supporting agencies generally help with the technical and legal unfamiliarities. But the biggest barrier to business abroad is often culture. Internationalising SMEs need to build trust with new partners, subcontractors, distributors, and all parts of an expanding value chain. There is a value gap in the support services that these SMEs are receiving.



With the support of the Executive Agency for SMEs, we have developed a set of tools to help companies become more familiar with the business cultures of developing markets, both with an online platform and a training and mentoring package that you can provide either in the target or home market. This EU-owned programme meets multiple policy goals – market entry, export growth, and product innovation – and will be freely available to all innovation support providers across Europe.



Financed by the  
Horizon 2020 programme  
of the European Union

# An online platform

Give your SMEs free access to an online platform containing information they need to better understand the culture of a particular emerging market. Visit the site at [www.cubein.eu](http://www.cubein.eu)

## Test

Check in minutes if your business is ready to enter an emerging market

## Attend

Follow interactive webinars together with other businesses and experts in the field

## Learn

Read about the business culture of emerging economies

## Ask

Ask experts questions on emerging markets and discuss with other businesses

## View

Watch videos from experts



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# Culture training

Bring your SMEs together with other businesses in their sector to understand better a particular culture and sector. For those SMEs who are looking to network, we offer one programme with travel to the target market. For those with less time but the same desire, we have a programme to bring SMEs together in their home market.

## At home

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### **Training**

Provide access to expertise applicable to a specific sector and target market, including a deep dive into how culture influences trust building, negotiating, and product innovation.

### **Mentoring**

Gain access to a mentor with experience in the target market.

### **Group support**

Provide a group experience where you can share your encounters in the target market with your peers.

Available online and in person

## Abroad

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### **Learning the culture**

Provide access to expertise applicable to a specific sector and target market, including a deep dive into how culture influences trust building, negotiating, and product innovation.

### **Inspiring innovation**

Meet innovative companies working in the target market who will explain aspects of the local market.

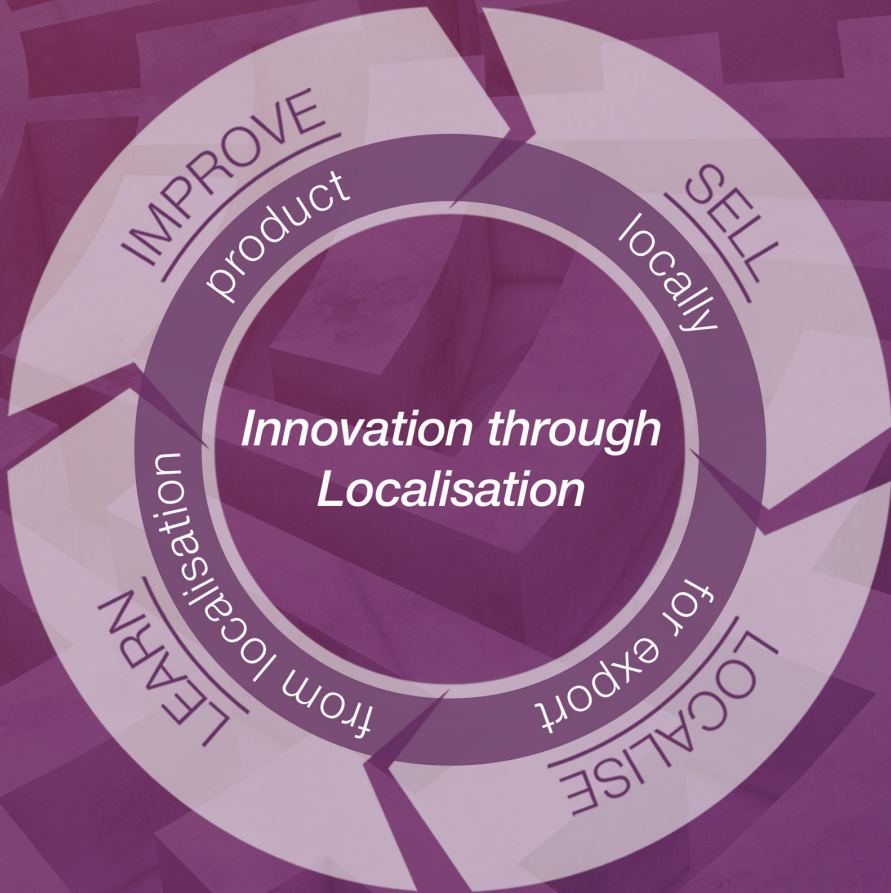
### **Networking**

Connect with potential business partners in multiple locations of the target market.



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