

EXPEDIRE FINAL CONFERENCE



Pioneers across borders | Update COVID-19 | Meet the Experts!
Panel discussion and 1-on-1 meetings with experts
Wednesday, 27 MAY 2020 | 1:00 – 5:00 P.M.
Virtual Event

EXPEDIRE: Austria - Slovenia

The project EXPEDIRE is part of the INTERREG Va Program Slovenia-Austria and aims at **raising support for small and medium sized companies (SMEs) in Austria and Slovenia**. The main objectives are to support new exporters on their journey into new markets and to initiate cross-border partnerships.

On the one hand, companies obtain the necessary knowledge and skills in the **tailored qualification programme called “Export Academy”** in order to cope with the challenges of international business. To support potential new exporters in the best way possible, individual coachings and advice sessions are offered. On the other hand, businesses with export experience have access to the project support as well: Through the **precise search for cooperation partners**, companies are supported on the path to long-term cooperation.

Since starting the project in 2017 the EXPEDIRE team has

- supported more than 450 export-oriented companies,
- initiated 10 partnership agreements between Austrian and Slovenian companies,
- organised 60 networking events,
- arranged 45 Export Academy seminars and 9 live webinars on different export topics,
- coached 300 new exporters and encouraged 50 of them to enter their first export markets.

Part 1: PIONEERS ACROSS BORDERS | UPDATE COVID-19 1:00 – 2:00 p.m.

The EXPEDIRE workshop aims at concluding this successful project with an overview of the most important rules on cross-border service provision, the export of goods and business start-up activities in Slovenia and Austria as well as by giving an update on the current situation regarding the Coronavirus pandemic. Followed by a panel discussion with foreign trade experts and experienced companies, that will give an insight into their cross-border business challenges and achievements. Furthermore, EXPEDIRE follow-up services will be presented. **[Workshop language is English]**

AGENDA

1:00 p.m. WELCOME

1:05 p.m. KEYNOTE

1:20 p.m. EXPERT TALK – UPDATE COVID-19

Two experts (SLO – AT) will give an update on the current situation regarding the Coronavirus pandemic and talk about future scenarios for the internationalization of SME.

1:40 p.m. PANEL DISCUSSION

Two companies (SLO – AT) and two experts (SLO – AT) will answer questions referring to the project EXPEDIRE as well as to cross-border issues.

2:00 p.m. OUTRO

Part 2: MEET THE EXPERTS!

2:00 – 5:00 p.m.

Book your one-on-one meeting (virtually/via phone) with the Austrian and Slovenian experts and get individual advice on your specific business challenges concerning the provision of cross-border services, the export of goods and business start-up activities in Austria/Slovenia.

[Meetings are held in German/English/Slovenian]

AUSTRIAN EXPERTS

- **Mr. Wilhelm-Peter Hasslacher**, Austrian Trade Commissioner in Slovenia at Advantage Austria Ljubljana.
- **Ms. Kirsten Fichtner-Koele**, Styrian Economic Chamber | Labour Law | Expert in cross-border service activities (in GERMAN only)
- **Mr. Markus Reiter**, Styrian Economic Chamber | Business Start-up Service | Advice for business founders and assistance with craft registrations

SLOVENIAN EXPERTS

- **Mr. Ante Milevoj**, CCIS | International Relations Department | Expert in market entry strategies
- **Mr. Matej Rogelj**, Director CCIS | International Relations Department | Expert in market entry strategies
- **Mr. Dragan Simenunović**, Premicom d.o.o. | Expert in the field of profitably selling complete solutions on international B2B markets