

From Entrepreneurship To International Marketing

Iceland Annual Innovation
Congress 2015

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Why entrepreneurship and exports matters?

- **Freedom and better living conditions**
- **Score higher on innovation**
- **Employ more people**

- <http://www.heritage.org/research/reports/2014/11/2015-index-of-economic-freedom-why-trade-matters-and-how-to-unleash-it>



How does this work?

The global landscape





THE ULTIMATE FLAGSHIP RETAIL OPPORTUNITY
FROM 6,100 SF TO 84,000 SF
212.792.2600

INVENTORY CLEARANCE 50-70% OFF

ANTIQUES

Ceci n'est pas un entrepreneur

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Startup first revenues

**Small company
crossing the chasm**

**Midsized company
medium-large**

**Corporate
entrepreneurship**

USA

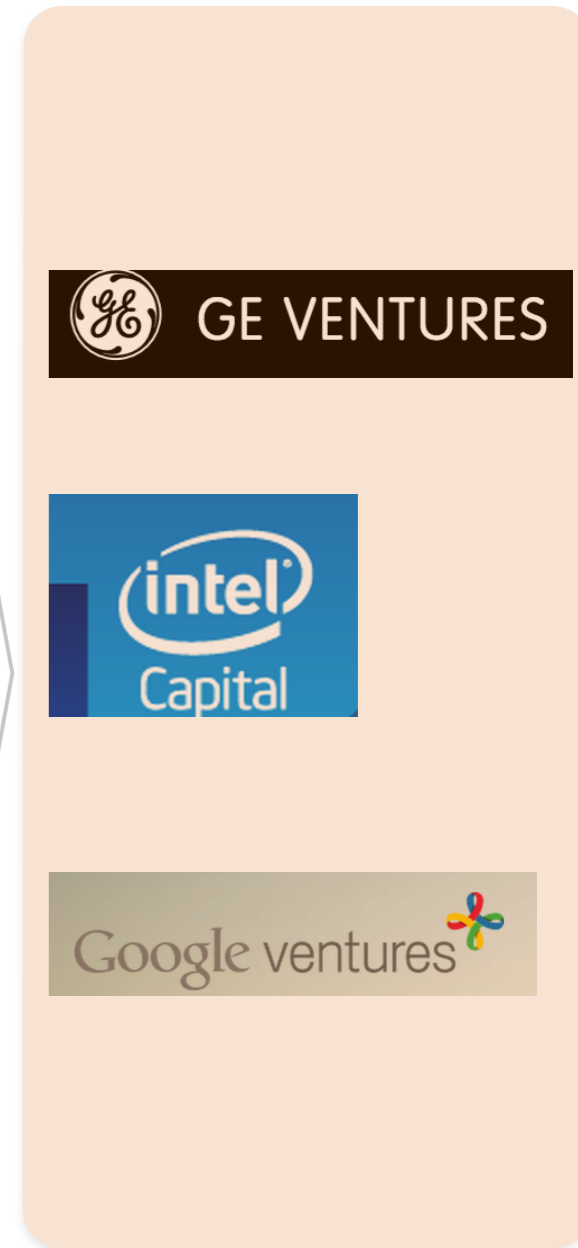
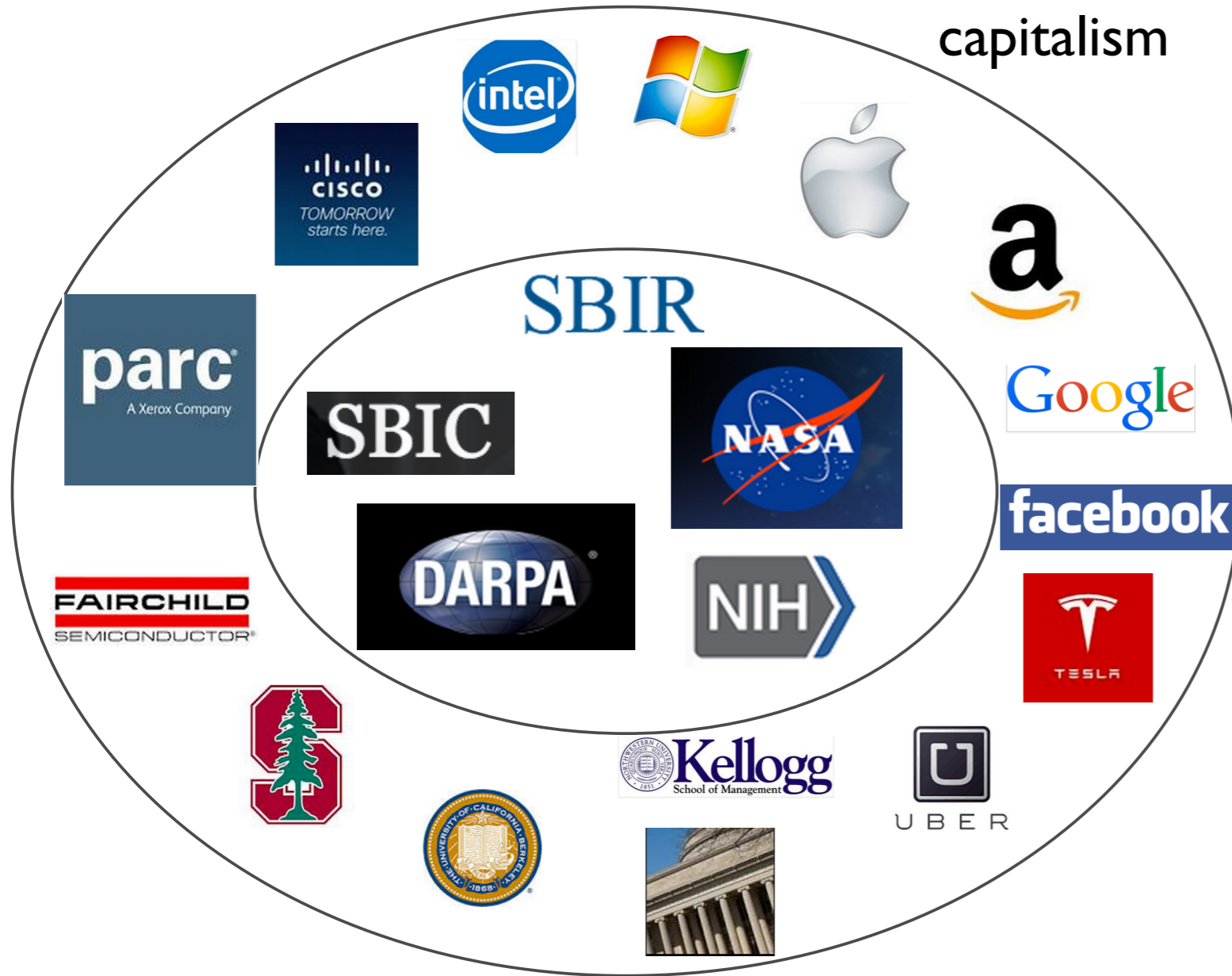
State: General purpose technologies + Early Seed

+

Venture capital and disruptive entrepreneurial capitalism

+

Corp. managerial capitalism

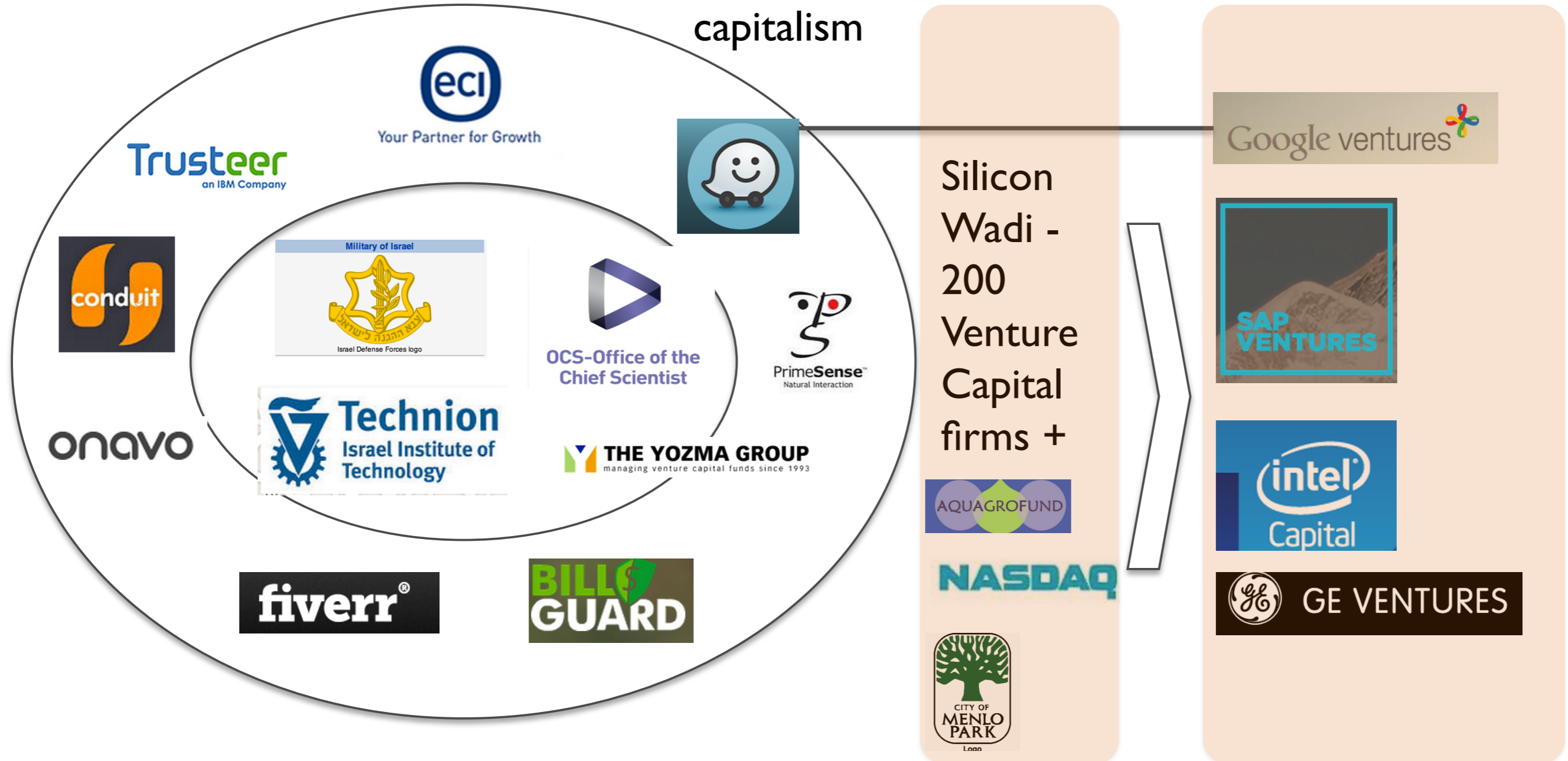


Israel

State: General Purpose
Technologies + Early Seed



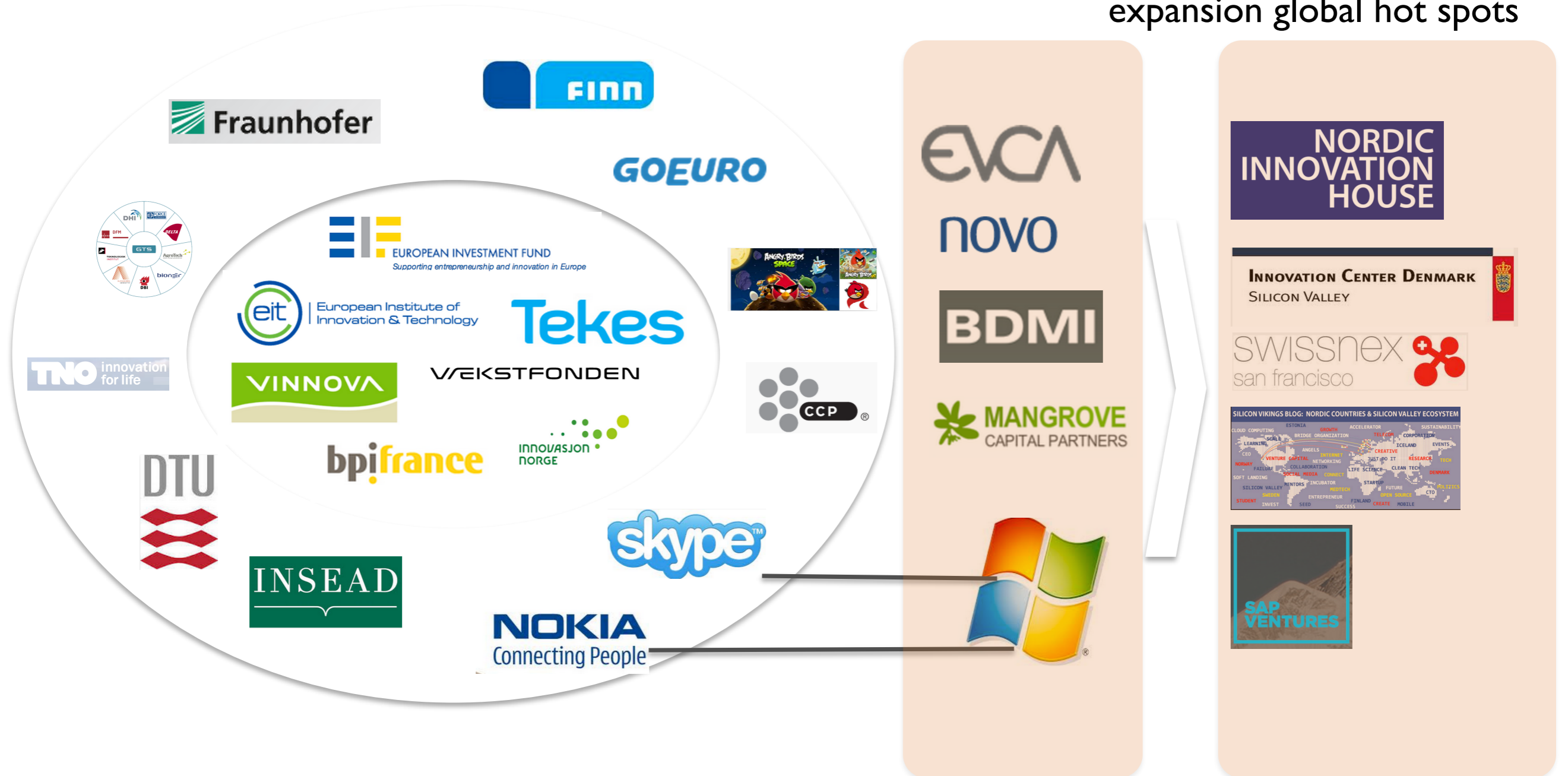
Venture capital and
disruptive entrepreneurial
capitalism



Europe

State: Technology diffusion and incremental innovation

+ Corporate managerial Capitalism + state expansion global hot spots



Global Venture Capital 2014

80%

60

40

20

0



USA

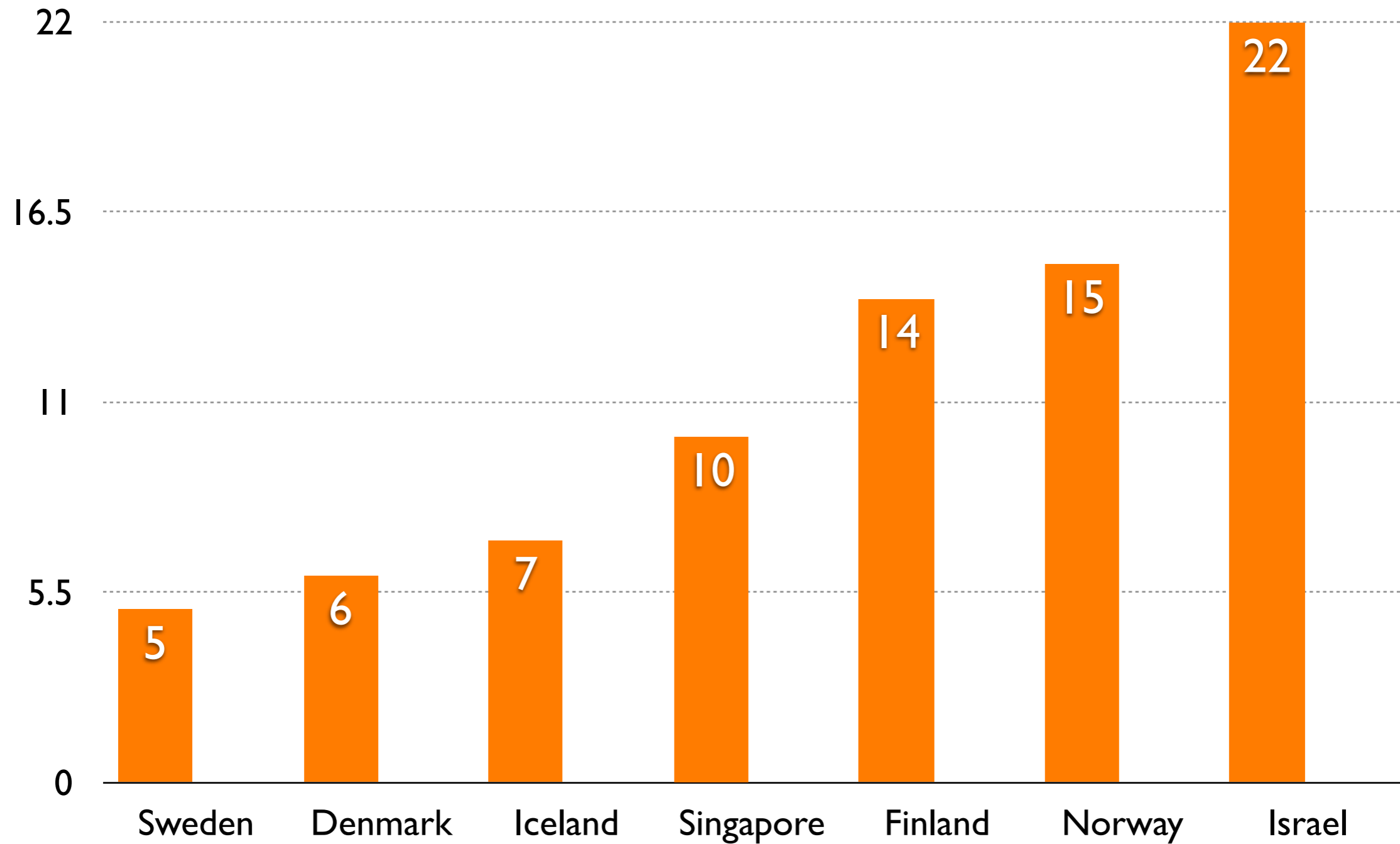
Europe

China

Israel

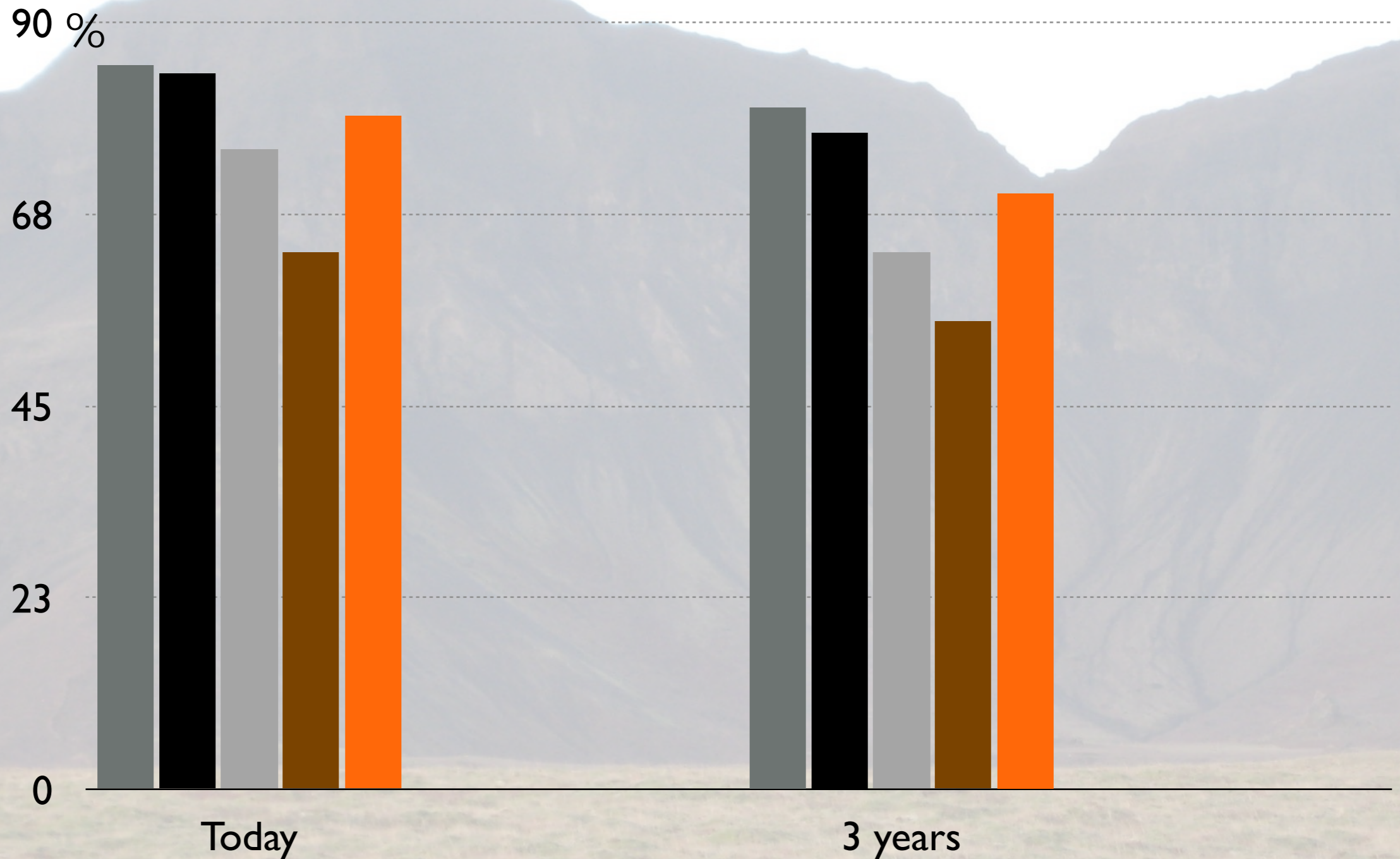
Other

Rankings-Global Entrepreneurship Index 2014



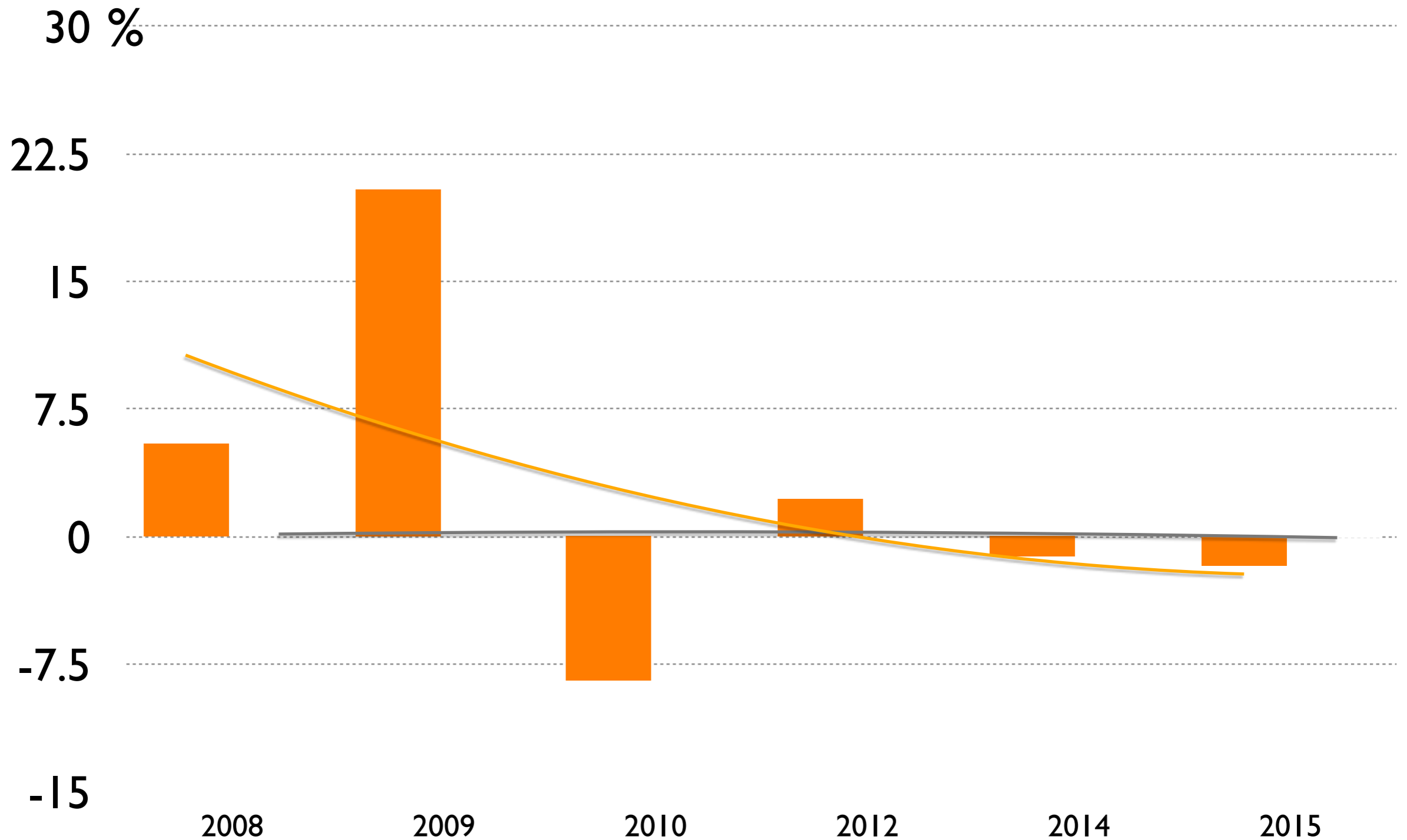
■ Norway ■ Sweden ■ Denmark ■ Finland ■ Nordic

Nordic business at home today and in 3 years



Iceland Trend I World Trend 2

OECD Outlook Export Performance



Top 3 barriers to internationalization of Nordic entrepreneurs

- **Establishing strategic partnerships in key markets**
- **Experience in international marketing/sales**
- **Competition in global markets**



Foreign Direct Investment European Cities of the Future

Northern Europe 2014

- 1 Helsinki
- 2 Reykjavik
- 3 Stockholm
- 4 Copenhagen
- 5 Espoo

R&D Personnel

Country

Driver

1

Finland

Gaming

2

Iceland

Genomics

3

Denmark

Pharma

4

Israel

Software

5

Singapore

Electronics

8 Pathways to Growth



Where to begin?

Be Relevant



Be Authentic




Be Interesting



Leadership



Strategic direction

A photograph of the Golden Gate Bridge in San Francisco, California. The bridge's iconic red-orange towers and suspension cables are prominent against a clear blue sky. The bridge spans across a body of water, with rolling hills visible in the background. The text "Build bridges before you need them" is overlaid in white on the right side of the image.

Build bridges
before you
need them

**How can you help Iceland's
entrepreneurs to take off?**

