

Achieve More / EBN Soft Landing Pilot Project with BIC IPN

Soft Landing is an initiative originally created within the framework of the **EurOffice Services** project and further developed within the **Achieve More project**. The main goal is to foster the **internationalisation of SMEs**. The Soft Landing programme is a cost-effective solution for incubator and cluster client companies **to establish an overseas sales presence, to boost international business development, and to grasp global partnership opportunities**. The objective is to take away some of the practical difficulties of being able to operate abroad by collaborating with other incubators from world class networks in Europe and beyond.

EBN is promoting a network of **Soft Landing hubs that are ‘certified’** as being credible and trustworthy providers of short term business support to companies visiting from abroad. The "sending" or outbound incubator/cluster is confident to send a client company to the "receiving" or inbound incubator/cluster as a reciprocal charter or **service level agreement** has been signed/agreed and performance is monitored by EBN. **A quality club** –with the same level of "4 star" service worldwide with hopefully no unexpected surprises!

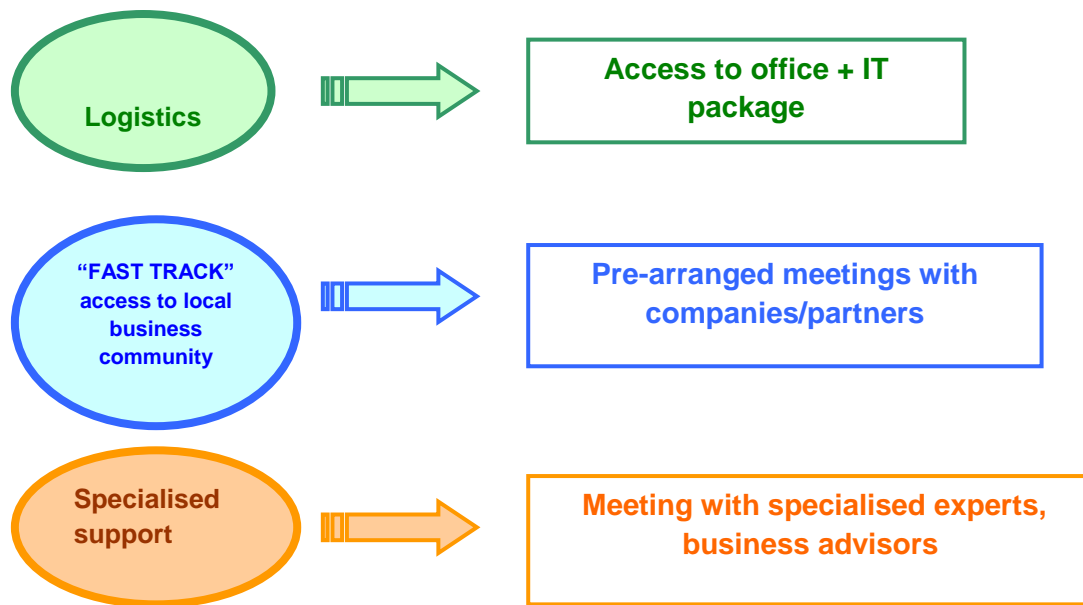
The services offered to SMEs for Soft Landing should be flexible, tailor made and focused on individual company's needs. Overall the promotion of the initiative should focus on the strength, depth and quality of the network, and the high quality of the services delivered. Another way to view this service is "co-incubation".

The added value of the Soft Landing Network will be built on the ability to send a client company abroad to a "trusted friend" who through his/her established business contacts, and personal relationships, can propose tailor-made business support packages to meet that visiting company's needs.

The business support service packages offered **will be tailored to match the needs of the company asking for support**.

The duration of the service delivery could typically be from a few days to several weeks, and/or spread over a number of months, if international development for a company in a different region abroad is considered viable.

The services can be grouped into broadly 3 types, and a high level of adaptation and diversification of the service has to be considered as the needs of visiting companies can be very different.



The service costs will be calculated on a case by case basis by each host BIC or incubator and clearly communicated to the sending BIC or incubator and its client company.

The cost of the services will be paid by the visiting company (or on their behalf) and therefore be defined and negotiated case by case.

*Para mais informações contactar: smonteiro@ipn.pt
ou consultar <http://www.ebn.eu/sofilanding/>*