

STARTING 2020

# TakeOFF

## International Enterprise Support Program

The TakeOff program takes off (...) where most business initiatives end. The aim is to provide a network that will help start-ups as well as existing entrepreneurs when they need practical support in international markets.

TakeOff organises themed events where ambitious entrepreneurs meet with experts in relevant fields of international business. As a new initiative, TakeOff is looking for partnerships with organisations that are able to provide their network and expertise to ensure our participants a successful international business take-off.

### GOAL

Provide Portuguese businesses - existing and start-ups - with practical information and guidance concerning doing business cross-border, provide international networking, and support in finance, marketing and communication. TakeOff has a low threshold, a personal approach and offers realistic partnerships. TakeOff is developed by Alfred Jansen International Communication.

### TARGET GROUPS

**Portuguese entrepreneurs** - TakeOff offers practical support plus network  
**Start-ups** - TakeOff introduces start-ups to international markets  
**Consultants** - TakeOff provides insight into new markets and possibilities to new clients  
**Governmental organisations** - TakeOff supports PT2020 participants, provides a new platform for members with international ambitions  
The yearly TakeOff program is built around themed meetings (6 times/year), with 3 meetings with a specific country focus and 3 meetings based on trade themes (such as tourism, transport, IT, real estate).

The core team of the TakeOff program consists of consultants/experts on subsidies, finance/tax/admin, marketing/communication, government issues and culture.

Each event will be supported by specific expertise, like a chamber of commerce for the country-based events, or trade organizations (like ICT or fashion) for themed evenings. TakeOff invites companies to offer their organisation's expertise to either the full program (full supporter) or a specific event (event supporter).

### FACTS AND FIGURES

- First season: 2020/2021
- Low entry level cost for both partners and participants
- Quality support with a long-term approach
- TakeOff organisers provide full support
- Events in central Lisbon (catering provided)
- 6 events per year (3 country, 3 themed)
- From 20.00h onwards, dinner included
- Different speakers and room for networking

### THE ORGANISER

TakeOff is a program developed by Alfred Jansen. He is an internationally operating communications expert with experience in many areas. Now based in Lisbon, he has been responsible for both Public Relations and Corporate Communication for several internationally operating organisations. In addition, he has been part of the TEDx Rotterdam management team as well as initiator and organiser of the Open Mind diversity program for the municipality of Rotterdam. You're welcome to check out his CV and bio on his website.

### SUPPORT!

Starting 2020, Alfred Jansen will present the TakeOff program to sponsors and supporters. You're welcome to join this initiative and discuss the project in person. Please mail to [alfred@alfred-jansen.com](mailto:alfred@alfred-jansen.com) or call the number below.