



SCALEUP GLOBALLY 2023

All sessions are delivered in English

OPENING DAY

📅 14.3.2023

🕒 13:00 - 17:00

📍 Salzburg
Innovation
Center

Program Introduction

Renate Schnutt, AUSSENWIRTSCHAFT Scaleups

Cassandra Many & Hasan Tahir, weGrow International

Alumni Perspective: The Born Global Academy

Alexander Planitzer, CEO & Co-Founder, VIABIRDS Technologies

Establishing Expansion Goals

Understanding & Translating Your Native Product Market Fit

Hasan Tahir & Cassandra Many, weGrow International

CONFIRMING YOUR MARKET SELECTION

📅 15.3.2023

🕒 09:30 - 14:00

📍 Salz21
Conference

Validating Your Choice - Deep Dive into Your Next Market

Hasan Tahir & Cassandra Many, weGrow International

Investor Perspective: Expansion Planning

Andreas Spechtler, CEO & Founder, Silicon Castles

Lunch Exchange: Austria to India

Networking & Luncheon with visiting delegation expanding to AT from IN

CREATING an EXPANSION PLAYBOOK

📅 13.4.2023

🕒 09:00 - 12:00

📍 Online

Building your Go-to-Market Strategy

Wolfgang Langeder, weGrow International

Crafting and Soliciting Partnerships

Hasan Tahir, weGrow International

On-the-Ground Support

Selected local representatives of the AUSSENWIRTSCHAFT AUSTRIA

INTERNAL PERSPECTIVE on INTERNATIONALISATION

📅 26.4.2023

🕒 09:00 - 12:00

📍 Online

Growing Your Global Team

Saskia Rademaker, weGrow International

Culture in Business

Cassandra Many, weGrow International

PREPPING for NEXT STEPS

📅 11.5.2023

🕒 09:00 - 12:00

📍 Online

Expansion Pre-Mortem

Identifying Strategic Gaps

Wolfgang Langeder & Cassandra Many, weGrow International

Legal Considerations in New Markets

TBD - guest speaker(s)