

Match-making in Mobile Technologies

After a success trip to Austria in 2010, Øresund IT is ready with an other Business Trip, this time targeting the mobile technology industry. The destination is Barcelona and seven small companies have been chosen to join for networking, knowledge exchange and a visit to the Mobile World Congress.

The purpose of the project Øresund IT Business Trips is to give ICT enterprises an opportunity to learn new business culture, do business, get experiences and meet new partners as first steps in their internationalization process.

- The trips have a great value for SMEs that want to expand their business to new markets, says Philip Stankovski, Network Manager at Øresund IT. He continues;
- Through this project we have the opportunity to assist the companies with financial support as well as knowledge and insight from our years of experience of international collaboration with ICT clusters and organizations.

The companies have been able to organize interesting meetings through e.g. Enterprise Europe Network's brokerage event. In order to promote exchange of knowledge, common meetings for the travel group have been set up with Sony Ericsson, the ICT Cluster of Barcelona and Barcelona Activia.

Interest for attending Øresund IT Business Trips has increased considerably since its kick-off in mid 2010. The seven lucky companies going to Barcelona are Raviteq, Malmö Yrkeshögskola, Combain, Nocturnal Vision, Admedius, Anyfi Networks and Preview, all located at Ideon Innovation in Lund and MINC in Malmö, Sweden.

Øresund IT Business Trips are educational trips for SMEs organized by Øresund IT in collaboration with Enterprise Europe Network, and financed by DG Education and Culture within the program Leonardo da Vinci.

For more information about the business trips, please contact Philip Stankovski, Network Manager for Øresund IT, +46 46 222 1740