

# **IndustriX: Navigating New Markets & Unlocking Export Potential**

**EMPOWERING NORWEGIAN BUSINESSES  
TO SUCCEED GLOBALLY**

# IndustriX

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IndustriX is a comprehensive, 16-month program (2025-2026) designed to help Norwegian SMEs to enhance their global competitiveness and successfully enter new export markets.

IndustriX provides tailored support, practical tools, and strategic guidance empowering participating companies to gain a clear and sustainable path to international growth.

Key IndustriX benefits:

- Current-state evaluation
- Global Competitiveness
- Market Access
- Competence Development
- Individual Counseling
- Go-to-market Strategy
- Market Introductions
- Revenue Growth



# KEY PROGRAM BENEFITS

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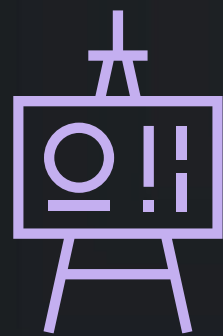
Why join IndustriX?

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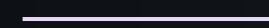
## Current-state evaluation

Review your company's current capabilities to identify strengths, weaknesses, and opportunities, creating a strong base for global expansion.



## Global Competitiveness

Use insights from leading international market players to boost readiness, strengthen competitiveness, and succeed in key export markets.



Assess, Strategise, Succeed



## Market Access

Identify global opportunities, build valuable partnerships, and secure contracts to expand your international presence.



## Competence Development

Enhance your team's skills with training in market analysis, cultural understanding, and international strategies for strong global engagement.

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Navigate Markets with Confidence



## Individual Counseling

Get personalised guidance to achieve your international goals, tackle market-entry challenges, and succeed in partner negotiations.



## Go-to-market strategy

Get expert help to create and execute strategic plans, ensuring a smooth and successful entry into international markets.

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Drive Impactful Results



## Market Introductions

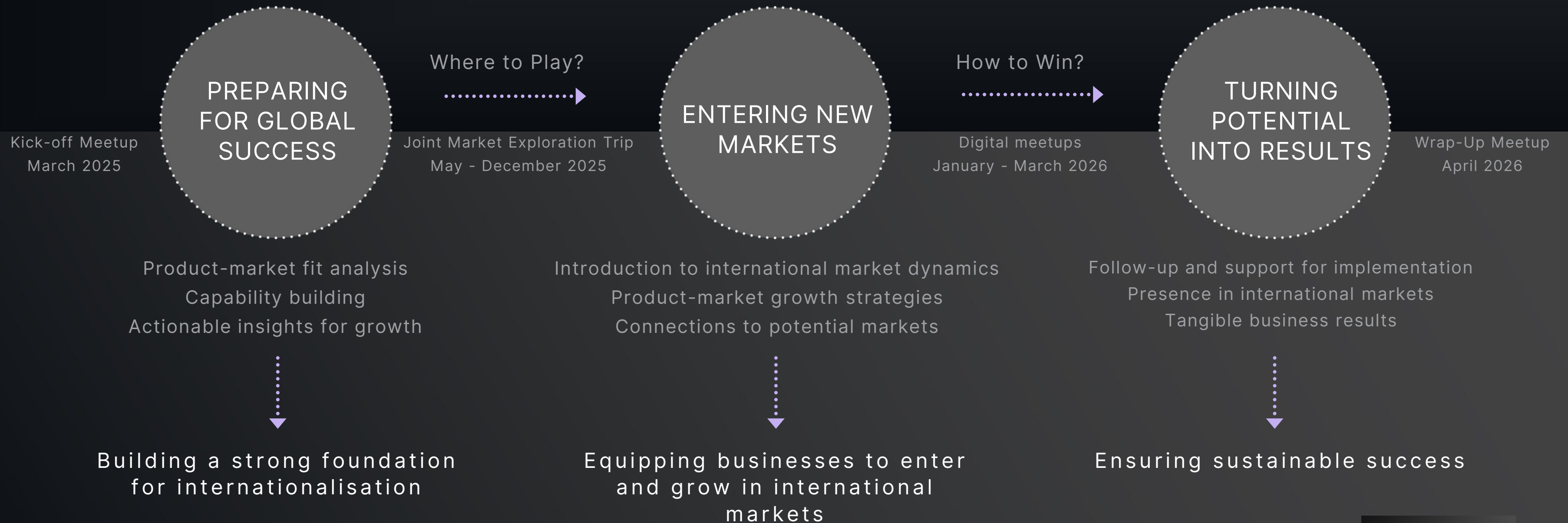
Access international markets with organised introductions, in-market visits, and follow-ups to build strong relationships.

## Revenue Growth

Unlock new export opportunities to drive sustainable growth, boost profitability, and expand market share.

# PROGRAM STRUCTURE

An 16-month, three-phase step-by-step approach empowering SMEs to confidently navigate new markets and increase their export capabilities.



# TEAM INDUSTRIX

The IndustriX team is here to guide you every step of the way. Our experienced advisors combine extensive industrial knowledge with practical expertise in internationalisation providing the support you need to achieve success. This initiative is financially backed by Stiftelsen Teknologiformidling and delivered with project management, expertise and networks from Proneo and partners.



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MICRO-SIZED COMPANIES  
NOK 90,000

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Full market price:  
NOK 750,000

SMALL COMPANIES  
NOK 150,000

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Full market price:  
NOK 750,000

MEDIUM-SIZED COMPANIES  
NOK 200,000

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Full market price:  
NOK 750,000

# PARTICIPANT FEE

Secure your place in IndustriX today and invest in your company's global future!

Please note: All travel expenses related to market exploration trips and participation in meetups, including transportation, accommodation, and other overheads such as meals, are not covered by the program fee and will be the responsibility of the participating companies.





# Application process

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How to join IndustriX?

SUBMIT AN APPLICATION

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PARTICIPATE IN AN INITIAL READINESS ASSESSMENT

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JOIN A COHORT OF AMBITIOUS SMES READY TO SCALE GLOBALLY

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