

Is your business exporting successfully to Europe?

Do you want to be part of a global project?



GLOBAL BOOK PROJECT

**Showcasing
international export
success stories
into Europe**

Author

CHRISTELLE DAMIENS

About this project

If you are a business that exports successfully to Europe, you'll have an interesting story to tell.

You will have overcome many obstacles to enter the European market, including navigating diverse languages, cultures and regulations.

You will have made critical decisions along the way, such as:

Which country to target first;

Who to hire locally;

Which local distributors to partner with, and;

How to initiate sales.

I want to tell your stories!

I PLAN TO:

- ✓ Highlight these journeys of businesses from around the world when they enter the European market.
- ✓ Find differences and idiosyncrasies among all these export journeys into Europe.
- ✓ Showcase companies that are marketing their products or solutions to businesses in a technology environment such as advanced manufacturing, cloud & digital, medical technologies, biotechnologies, electronics...



So who is the person behind this project?

Christelle Damiens, is an award-winning business author, based in Australia.

She is also the founder of **Exportia**, a Sydney-based export consultancy business.

She has written two books on the topic of exporting. Her second book has won the **Australian Best Business Book Award 2020**, in the category of Sales and Communications.

In her first book, she shared her experiences of taking Australian businesses into Europe.

In her second book Christelle outlined the proven methodology she has developed and used with dozens of businesses to scale them to reach their first million Euros in sales ... and beyond.

Christelle now begins the process of writing her third book.

This will feature interviews with successful business leaders from companies with a proven track record of exporting into Europe.

These stories will prove highly inspirational and educational for other business leaders looking to take their organisations down the exporting path.

IN THIS BOOK...

I will interview a selection of 20 to 30 companies. Ideally, the companies, and individuals, to be featured in this book, will be:

- ✓ CEOs of start-up businesses that have chosen Europe as a priority market for their growth.
- ✓ CEOs or senior executives of companies that have predominantly grown their business by exporting to international markets, with a proven track record in Europe.
- ✓ B2B businesses, leaders in their industries: advanced manufacturing, electronics, medical devices, biotechnologies, cloud-based solution, software and digital.
- ✓ CEOs and/or senior managers who were directly involved in the export journey to Europe, who are open to sharing their journey with a global community of exporters.

Key goals and objectives:

To present stories of fast-growth, agile companies; leaders in their industries who have developed export markets into Europe from wherever they are located.



To find out the key attributes and strategies that have helped your business succeed when entering the European market.



To identify the most common challenges you faced – and most importantly how you overcame these challenges.



To share your stories in a book so that other CEOs and business owners around the world can be inspired to export to Europe.



To answer many of the questions that face a business when it is looking to explore the export market.

How to get involved

The interviews will be held during the first week of March, 2021. If you are interested in getting involved in this exciting global project, these are your next steps:

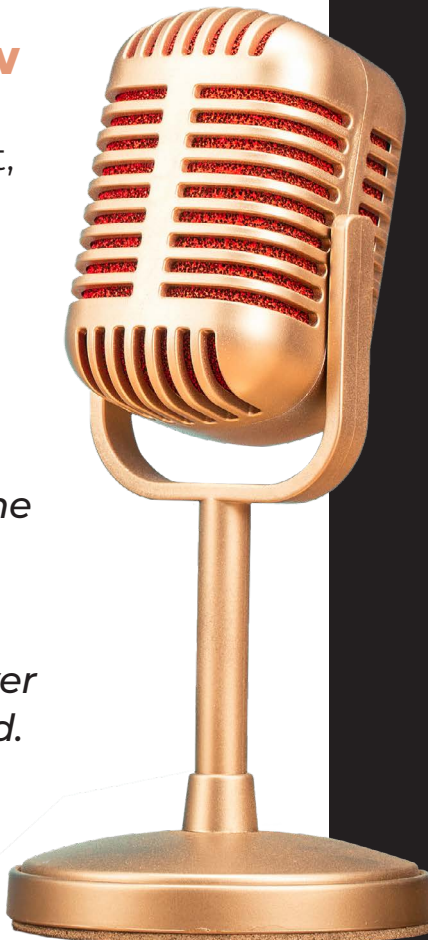
1. Confirm your interest

Simply send an email to christelle.damiens@exportia.com.au

2 Details for the interview

Once you have confirmed your interest in being part of this project, you will receive an email from Christelle outlining the details and logistics for the interview:

- ✓ *How to book a timeslot to be interviewed by Christelle.*
- ✓ *Interviews will be held during the first week of March (1st to the 5th), 2021.*
- ✓ *Interviews will be conducted over Zoom. Instructions will be provided.*



CONTACT DETAILS:

CHRISTELLE DAMIENS

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christelle.damiens@exportia.com.au

Christelle's assistant may also be in touch with you for organisational purposes:

LEONARD VALLIDO

E-mail:

leo.vallido@exportia.com.au

About Christelle

Christelle's purpose is to serve innovative businesses and help them succeed in the European market.

Her objective is to scale them as fast as possible, with minimal risk. She believes in the transformational power of exporting for businesses and how it makes them more resilient. Any business is more futureproof when they diversify their markets.

This is why she created her business, **Exportia** in 2006, when she first migrated from France to Australia, having turned her back on a successful career as an Export Manager and Sales Representative for IBM in Paris.

At IBM she sold software, hardware and services to large banks and insurance companies across Europe, generating 40 million Euros in sales per year.

Christelle is a native French speaker, fluent in German and English, with basic Italian and Hindi language skills.



‘ Having taken dozens of Australian businesses to Europe, I personally know the difficulty for a small business to significantly grow their sales in the European market. It is a very diverse market and small businesses often don't know where to start.

Small business owners are often caught up with running their business and with their domestic market to be able to allocate enough time to the European market.

Lowering the risk for small businesses and guiding them to maximise their export sales results are what drives us at Exportia.

IN HER BUSINESS

After gaining corporate experience in sales in Europe, Christelle founded Exportia to help innovative Australian small businesses grow their sales in the very diverse European market.

After 14 years of taking Australian small businesses from a range of sectors to Europe – from advanced manufacturing, electronics, medical devices, biotechnologies, green technologies to machinery – she developed a proven methodology based on her track record to take businesses to their first million Euros in sales.

Exportia®

www.exportia.com.au

IN HER BOOKS

Christelle Damiens is a two-time author. Her second book, **'The 4 Steps to Generate Your First Million Euros in Sales. The proven methodology to scale your business in Europe'** won the *Australian Best Business Book Award* in the Sales and Communications category in September 2020, and was a *Finalist* in the Small Business and Entrepreneurship category.



In this book she unravels the methodology she and her team have used to build a track record in taking small Australian innovative businesses to Europe successfully and scaling them to multi-million Euro businesses.

Her first book, **'Ready, Tech, Go!: The Definitive Guide to Exporting Australian Technology to Europe'**, was released in 2016. Both her books are *Amazon Best Sellers* in Global Marketing.





SPEAKER AND MEDIA COMMENTATOR

Christelle is a business speaker and media commentator. She has delivered presentations, masterclasses and keynotes to hundreds of small businesses and exporters.



DYNAMIC | BUSINESS



Le **nouvel**
Economiste



What people say about Christelle

“ If you’re looking for a guide to accelerate your technology sales in Europe, then you need to read **‘The 4 Steps to Generate Your First Million Euros in Sales’**.

Christelle Damiens, author and Managing Director of Exportia, specialises in successfully taking Australian technology to Europe.

In an easy to follow step-by-step approach, Christelle shares her experience in helping companies achieve significant European sales.

I appreciate her practical insights and know that her methodology works to open the door for success. ”

DR KEN LONG
GROWTH FACILITATOR, ENTREPRENEURS’ PROGRAMME,
DEPARTMENT OF INDUSTRY, SCIENCE, ENERGY AND
RESOURCES AT BUSINESS AUSTRALIA

“ If you’re serious about expanding your business through export into Europe, you need to be working with Christelle Damiens. She is without a doubt the leading authority in this space in Australia. It will be the smartest and most strategic move you can make. ”

ANDREW GRIFFITHS
INTERNATIONAL BESTSELLING BUSINESS AUTHOR,
GLOBAL SPEAKER

“ Invaluable content ... a must read for any medtech company planning to commercialise in Europe. 7 Pillars, 4 Steps ... congratulations Christelle! ”

WARREN BINGHAM
WARREN IS THE FOUNDER AND EXECUTIVE CHAIRMAN OF
MEDTECH INTERNATIONAL, CEO OF BIOANALYTICS HOLDINGS,
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