



## ***Mindmap of country selection***

To define your shortlist of 3–4 countries, you can use this method as a guide. Here are some selection criteria you can use for your business. And then you need to add other selection criteria that are relevant to your business. Each industry is different and you need to fine-tune this mindmap according to your needs.

### **First listing your selection criteria, here are few criteria you can use:**

European Trade Shows: in which country or countries) happen the major Trade shows with a European exposure.

Regulatory incentive: Is there any regulatory incentive at the country level that could favour the purchase of your product.

European leads: list any enquiry that has come from the European market: from which countries do they come.

Statistics: you may have bought or found some statistics about the size of your market per European country. List here the countries that have the largest size.

Multinationals presence: if you are targeting large European companies in particular, list the countries where they come from; you may also list the other European countries where they have a large presence.

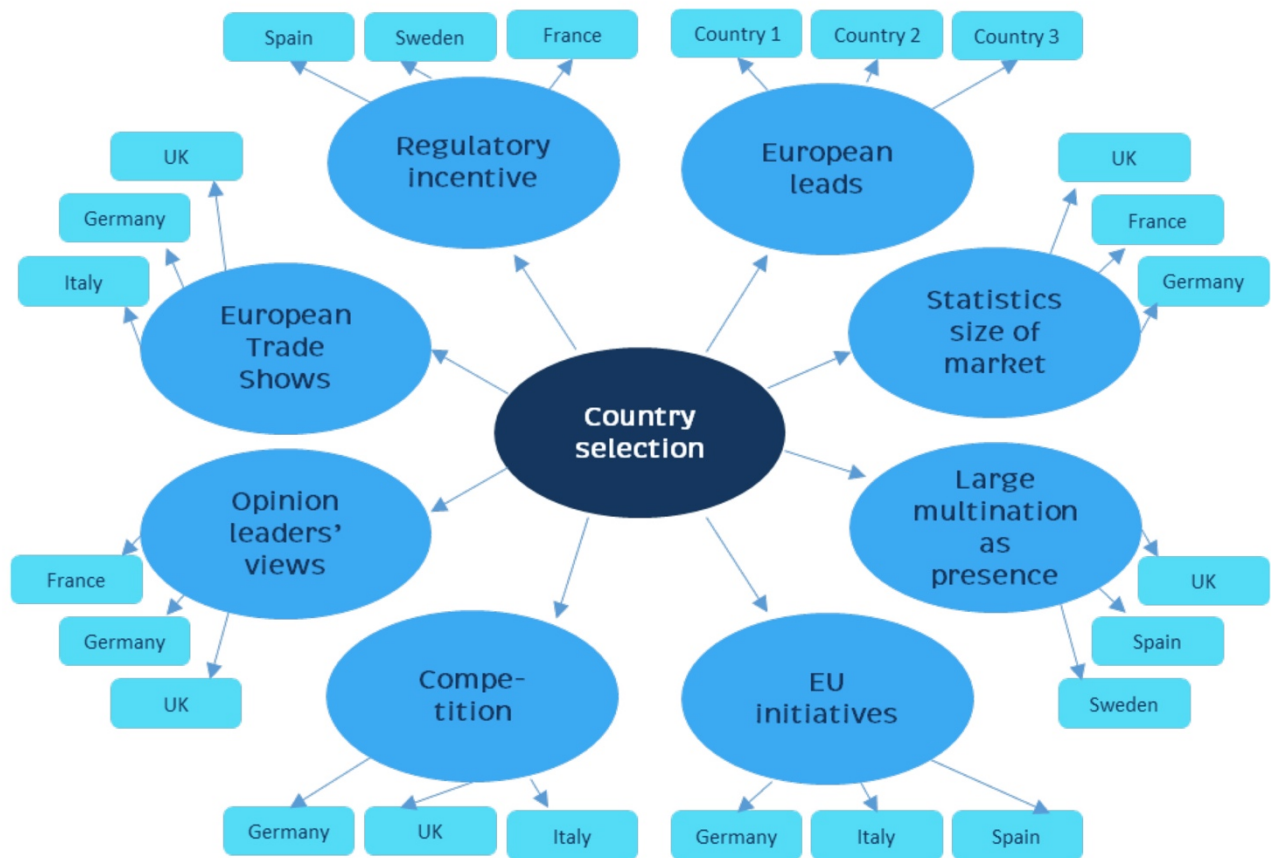
EU initiatives: if you have identified initiatives at the European Union level relevant to your industry, then check which countries are actively participating or particularly targeted. Where do the participating companies come from?

Competition: Where are your competitors mostly established? In which countries?

Opinion leaders views: when interviewing influencers or opinion leaders, which countries did they mention had the most potential or relevance for your product.

Any other criteria that are relevant to your industry.

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Then compile your list of countries that keep coming up. And rate your selection criteria:

	European Trade Shows	EU Initiatives	Large Multination as presence	Competition	Regulatory incentive	Statistics size of market	Opinion leaders' views	European leads	
Weight									
France	=1x 1=1	1x3=3	1x1=1	1x2=2	1x2=2	1x2=2	1x3=3	1x2=2	=13
Germany									
France									
Italy									
Sweden									
Spain									
UK									