**Innovation: 3 steps to successful internationalisation**

[**MULTISECTORS**](https://hub.brussels/en/the-sectors/multisectors/)

Published the 19 January 2021

**With Enterprise Europe Brussels (EEN), you can export your innovative products and services internationally during the crisis! Thanks to its international network of experts, take on the challenges of foreign markets and find partners who will support your innovation projects.**

If there is one “upside” to the health crisis, it’s **time**…Although we all, to varying degrees, needed more of it, the lockdown has finally forced more time on everyone.

[Entreprise Europe Network Brussels](https://hub.brussels/fr/services/scaling-up-international-een-enterprise-europe-network-brussels/) is using this downtime to emphasise **the importance of properly preparing for internationalisation**, with three steps you can take today.

**The 3 habits to adopt to internationalise successfully**

* **Use the EEN Match platform for your future partnerships**

Are you seeking **new customers or business partners** in the European Union and/or beyond? Get a head start this year with [EEN Match](https://www.eenmatch.eu/), a new **matchmaking tool for companies.**

Using key words and your target market, **discover the offerings and needs of companies seeking goods/services**. If one of them catches your attention, **we’ll take care of putting you in contact**!

[**View the EEN Match platform**](https://www.eenmatch.eu/)

* **Participate in our *fully virtual*or hybrid matchmaking services**

Offered since 2008, **our *matchmaking*services were redesigned**in 2020, with new virtual and hybrid formats which adapt to the new reality companies are facing**.**

These **tailored meetings are organised** alongside events such as **business conventions, trade shows, conferences, etc. Our advisors help you prepare beforehand and continue to guide you**as you conclude agreements with potential customers and partners.

[**View the next events offering virtual matchmaking (via "show future events")**](https://een.ec.europa.eu/tools/services/EVE/Event/ListEvents?nolayout=true)

* **Measure your innovation potential**

Lastly, don’t hesitate to contact our experts for personalised feedback on your innovative products and services to **increase your competitiveness abroad**. Assess your current situation, implement an action plan, etc. **Discover the solutions that will set you apart.**

[**Find out how we can help you manage your innovation**](https://hub.brussels/en/services/innovation-management-with-enterprise-europe-network/)