

CW Regional program

For regions with an export focus

CW Connecting World

Global Growth Builders

Global focus - local action

CW regional program – creates new business opportunities in the global market

This is a presentation of our growth program, a growth program that in a concrete way can move into a geographical region

The program has in many ways a new view, a view that will activate both the creation of new companies as well as the development of present companies with the aim of generating new business lead in the global market. The starting point is to safeguard a region's existing companies present resources and from these create new business possibilities on the global market.

In parallel, new companies will be stimulated to explore and realize the possibilities of the world market and to understand its potential oppor-

tunities. It is here that they will be able to gain power and find new ideas for future growth and development. Our view is that it is of the greatest importance to create new contacts on new markets for all types of companies with the aim of creating new businesses. These new contacts are an absolute prerequisite for a lasting growth for both companies and geographical regions wherein companies act. Other invaluable synergies in these contacts are the exchange of know how and new ideas that are generated from the interaction with other cultures. These exchanges take place between companies directly which will create new channels for a company without any unnecessary middlemen.



Be ready for a brand new view on how long term growth is created – the CGM model

The idea with the CGM model is to concentrate the work at the very core that in our opinion has the best potential to generate a lasting and long term growth, a core that we call The Worldland.

For a definition of the cores in the CoreGrowth-Model (CGM), see the blue figure below.

The Inland (not to be mixed up with the homeland or the inland in the homeland) consists of companies, organizations, the public sector and others

that conduct activities within the service and trade sector. They are all dependent on revenues from each other or from companies exporting to the Outland. They all constitute an important part of a country's infrastructure but do not contribute to the real growth in a country, the growth that creates sustainable jobs. Many of these company's are likely to be able to expand into the Worldland if only give a chance. In the Inland you can also find the new companies that have the potential to grow in the Worldland if they only got the opportunity. We call the bulk of the growth created in the Inland for service growth. It is this kind of growth that constitute the main growth in many economies, economies that never can live by themselves but constantly has to get nourishment from growth in the Outland.

The Outland (not to be confused with another country or abroad) consists of all the companies that partly or totally get their revenues from the Worldland. They create growth and contribute automatically to revenues and job creation for companies in the Inland. We want more companies from The Inland to find their way to the Outland. Many have the possibility but don't know how. We call growth created by companies in the Outland for useful growth. It is this kind of growth that give nourishment to the companies, organizations and the public sector situated in the Inland.



*CW defines the way to economic growth in a society as:
"Long term and sustainable economic growth can only be achieved through a constant flow of earnings that has its origin outside of the core where growth is to be achieved."*



New business opportunities exist all over the world. With the help of CW's contact network and entrepreneur embassies in different countries and regions, small and medium sized companies can do safe business on the global market.

The **Worldland** is the global market. Here we can find the multinational companies, but also the ordinary people and all the small and medium sized companies in our global world that can generate growth and new possibilities. The Core Growth

Model points to a very simple fact. It is not in the Inland or the Outland that growth and wealth are to be created but in the Worldland where the largest possibilities for revenues that creates a long term, lasting and sound growth are to be found.



Similarities and differences between the three cores in the Core Growth Model

Both the Inland and the Outland belong to the same geographical region, for instance a country or a region. The Worldland on the other hand is its own geographical region. From every company's own perspective, the Worldland consists of every country and / or market that is situated outside its own core position.

For us, both the interaction and the understanding of the activities between the three cores constitute a central point in our program. The Inland consists mainly of service institutions and infrastructure of the highest standard, functions that give nourishment to activities in the Outland. All of the activities in the Outland are mostly focused on generate their revenues from the Worldland.

A construction of intertwined active clusters
We want to point out the importance that CW is launched in as many countries as possible in

clusters to be able to reach an optimal result. CW focuses its work on assisting companies in a region to create revenues from new markets in the Worldland.

It will be advantageous during the build up phase, if every participating country starts in a few geographical regions. The countries and regions are thereafter intertwined into an active cluster. CW will form the structure of the land - and regional clusters in a way that new country's and regions easily can be added. The more countries and geographical regions that form a part of a cluster, the faster and better result can be reached. We can compare this process with fission process in a nuclear power plant. The differences between the geographical regions and countries are the strength that creates the biggest advantages in each others markets.



CW – the global meeting place

CW will function as a global meeting place for entrepreneurs and companies. This meeting place acts both as a virtual meeting place on the Internet and as a physical meeting place in the different regions and countries.

Irrespective of which country that you want to do business in, we will be at hand with our entrepreneur embassies, all manned with entrepreneurs ready to give professional support, advice and help. Fully built out, CW will be present in 180 countries.

This will be the place where both companies and people will be able to build their networks, create new contacts and exchange know-how and ideas between both countries and people. Companies should only need one place to go to too be able to do this, irrespective of country. It should be easy to

do business in the world no matter of the size of your company.

This world meeting place will be able to support companies with everything from advice to education to make it easier for them to create new businesses. All companies from all countries gathered in one place.

Other types of business contacts that companies would require will also be easy to find here, for instance government organizations, banks, insurance companies, universities, et cetera.

On the next page you will find a brief description of the process that CW carries out in our country and regional program.



The Pleiades galaxy in the large and the Monarch butterfly in the little, make out known clusters, numerous human such in new formations create growth.

The process

Presentation

Presentation of CW in a region:

- Short presentation of CW for the regional representatives
- Proposition on how CW will be structured in the region
- Proposition for regional participation in CW

Economic and contract phase

- Contract discussions between CW and the region
- Discussion regarding the costs for the region during a three year period
- Signing of contract

Survey phase in region before moving in

- Analysis of regional industry structure
- Analysis of regional educational structure
- Analysis of regional geographical structure
- Analysis of regional demographics
- Analysis of regional weaknesses
- Analysis of regional strengths
- Analysis of existing partners to the region

Estimated time for survey phase is 2-3 months.

It is important to receive assistance from persons within the region during this phase, This first phase will create the foundation for CW's more detailed program that is established for the region.

Construction and realization

Build up and implementation phase after CW moves into a region:

- CW specifies the outline of the program for the region
- Launching of a CW regional base
- CW appoints the management from selected people within CW in each region
- This management is then physically present in the region during the contract period
- CW designs the detailed program for the region
- Export ambassador for the region is appointed

The regional base will act as the administrative centre from where the whole of CW in the region is governed.

- Construction of CW contact centres in the region

CW contact centres in the region will be responsible for coordinating the regional program in its geographical area and in close cooperation with the regional base.



Analysing and categorizing all the companies in a region will be done, companies with the potential and will to reach the export market will be given the opportunity to be a part of the global regional program that is created.



Follow-up, evaluating and measuring the outcome

It is of the utmost importance to continuously evaluate and control the outcome by following CW's manuals. Evaluation should be conducted in the time intervals established when the detailed program for a

region is designed. The same goes for measuring the actual outcome, done with parameters that are easy to understand and hard to misinterpret.

Concrete program

Concrete actions to be carried out in a region:

- Mapping of the cores of the region
 - Cataloguing all companies in the region
 - Structuring of Inland- and Outland companies
 - Analyses of Outland companies different markets
 - Analyses of current export markets for companies in the Outland
 - Documentation of the export flow for the companies in the Outland
 - Documentation of the need for assistance for companies in the Outland
 - Documentation of current network for the Outland companies in the region
 - Documentation of the current network for the companies in the Inland
 - Mapping out the regions potential growth companies
- Find a common denominator for the region
 - Form a strong common denominator for the whole region
 - Form a strong single denominator for specific places within the region
- Form a regional program
 - With the guidance of the common denominators, a regional program is formed with an export focus
- Production of presentation material
 - Brochure
 - Regional Internet portal or webpage

The purpose with the presentation material is to market the region with a message that can be understood in a variety of cultures. The Internet portal for the region will be incorporated in CW's world marketplace on the Internet.

Staff Recruitment in the region

CW will first see to the possibilities of finding the right persons for the different positions in the program in the region itself and within its contact centres.

Partners and activities

Partners:

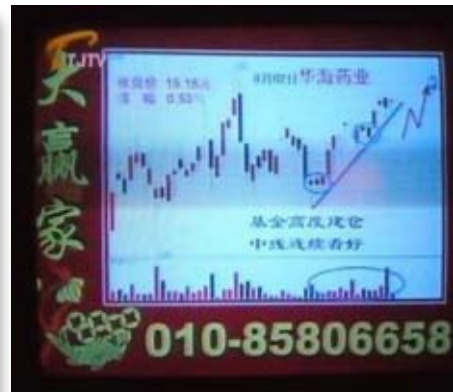
- The engine in CW is all the companies, but with a special focus on those that has the potential to work in the Worldland
- CW is built upon the ability to connect, strengthen and engage the local competences that exist within universities, organizations and governments to the companies
- Cooperation with the above partners is essential to be able to uphold a tempo and long term engagement in the growth that CW generates

Activities:

A number of activities will be conducted within the framework of CW. All activities have as a goal to create the biggest possible exchange, new networks and to find new forms of cooperation. First and foremost it is the differences in the regions and countries that constitute the foundation of success in the form of new businesses, ideas and projects.

Example of activities:

- Lectures and seminars
- Road Shows
- Education
- Business travel
- Exhibitions and shows
- Arrangement of regional fairs in all regions and countries



Analysis of the existing export markets for companies in the region. A strong common denominator will be formed for the whole region with an aim on creating new contacts in corresponding regions in other countries that has done the same home work.

Entrepreneurial skills are important as well as the right competence for the job. The need for personnel with different cultural background will be large. This is also the key to the international focus that CW is built upon.

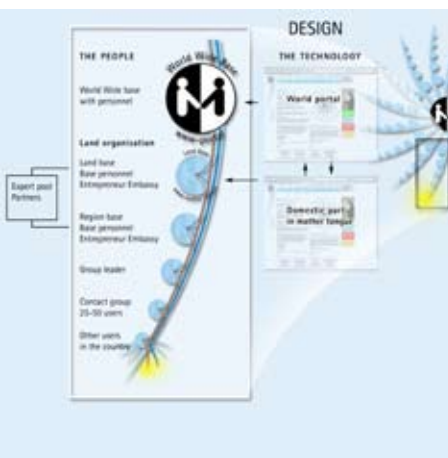
The CW organization

The organization will be divided into three main groups:

The world, the country and the company. A special organization will be responsible for the overall coordination with the countries of the world. The country organization, governed from the country's Land base, will be responsible for reaching out to the companies and entrepreneurs both widely and in depth. The

Land organization will be divided into Regional bases that in turn will be divided into contact centres.

These will serve our clients with all the services that make it easier to create new business. Even after a business agreement has been established, we will be present as a security and with practical help. The whole organization consists of entrepreneurs and is guided by the vision of entrepreneurial thinking.



Structure in the world

CW will be based on the same structure and the same programs in all countries and regions. The long term aim is to create a matrix of countries and regions both wide and in depth. At that point a strong and effective cluster is created that work with a logistic that makes it easier for the companies to reach each other without any middlemen in the creation of concrete businesses and valuable exchanges of know-how and ideas.



Some keywords in CW

- The Core Growth Model with The Inland – The Outland – The Worldland
- Growth ambassadors
- The "ordinary man"
- Growth program
- Entrepreneur Embassies
- Multilateral
- Without borders
- Independent
- Connecting World – CW [See double you!]
- Ad Hoc solutions
- Growth can never be bought – it must be created
- Entrepreneurs working for entrepreneurs
- Export ambassadors

Strengths in CW

- To vitalize, refine and bring forth a region's strengths
- To connect the region into one homogeneous core with a common goal
- To focus the thinking process in the region from a global perspective – the Worldland
- To focus on the fact that earnings are created from an outer core – the Worldland
- To map out and collect a region's strengths with the focus on the Worldland
- To actively market the region on site in other countries and regions
- To market all participating regions in CW Entre-

preneur Embassies on the international market

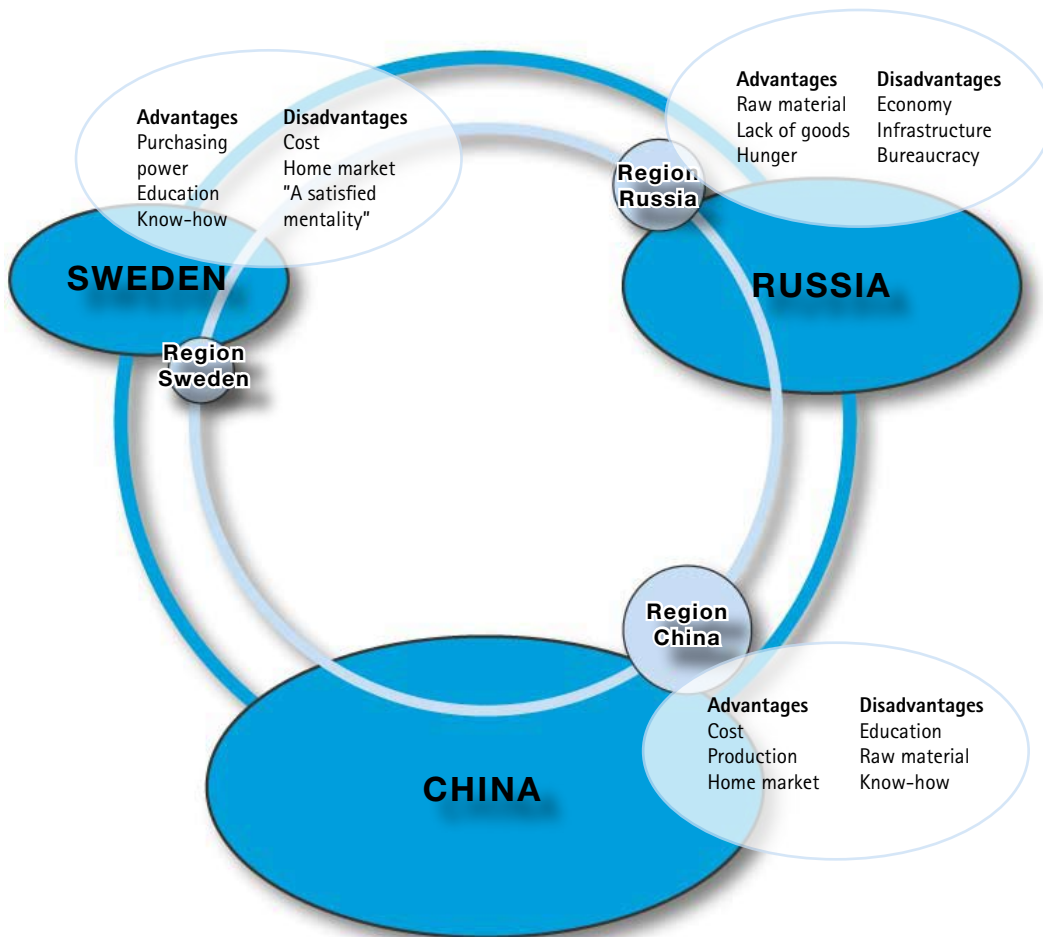
- On site actively support and help the present companies with a focus on the Worldland
- On site actively support in the creation of new businesses with a focus on the Worldland
- To systematically search for new business possibilities with a focus on the Worldland in the region
- To focus on educations aiming at growth and entrepreneurial skills
- To encourage all the actor in the region in a global thinking
- To work locally but act globally
- To let the region's pros and cons create a commercial advantage in other counties
- To safeguard a regions multicultural personal resources
- To support entrepreneurs working side by side towards a common goal
- To involve all lines of business
- To support that the public sectors strong sides becomes commercial projects in other countries
- To safeguard a region's unique education in an international program
- To ensure that the effects are direct and directly measurable
- That it is easy to integrate new countries and regions in the clusters
- To build on long term and lasting development
- To stimulate new companies with a global thinking
- To stimulate the present companies in global thinking
- To stimulate visionaries
- To stimulate innovators
- To stimulate entrepreneurs and the entrepreneurial thinking
- To stimulate multitude
- To stimulate and activate old networks
- To stimulate the creation of new networks



It is only through increased export that a sustainable and long term growth can be created in a region.



The strength in matching advantages and disadvantages between CW regions in different countries



The image above is an example on how CW regional program creates clusters between countries and regions. CW regional program safeguards their differences and creates the basis for a trade exchange that generates mutual growth.

Summary

We are convinced that CW in regions will act as a valuable stimulus for both present and potential new companies and their growth potential in our global world.

We also believe that a regions biggest potential growth opportunities are to be found at home, through waking up, strengthening and developing its existing resources. One has to first and

foremost focus the work on the present companies in a region and their fantastic entrepreneurs.

Let us therefore move in with CW in Your region and together build a strong and sustainable corporate structure with a focus on the Worldland

Global focus – local action

New business possibilities exist all over the world. Through bringing together human resources in new constellations a region is vitalized.



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