



GO INTERNATIONAL

Navigating Global Markets

Elaborate & Implement your strategy

27 February 2025



Elaborate & Implement your international strategy

Welcome remarks

Sabrina Aksil

International Affairs Lead
Luxembourg Chamber of Commerce



Elaborate & Implement your international strategy

Keynote speech

**How to identify and implement
your international strategy
according to your key markets!**

Panos Meintanis
Founder and CEO
dealsup.io & deelan.ai



deelan

How to identify and implement your international strategy

The core pillars of scaling internationally



Foundation

Readiness to scale internationally.



Market

Research, insights, dynamics and more.



Strategy

Go to market, people, product, tech and more.



Execution

Delivery of the strategy and excellence.

What is **your foundation** like?

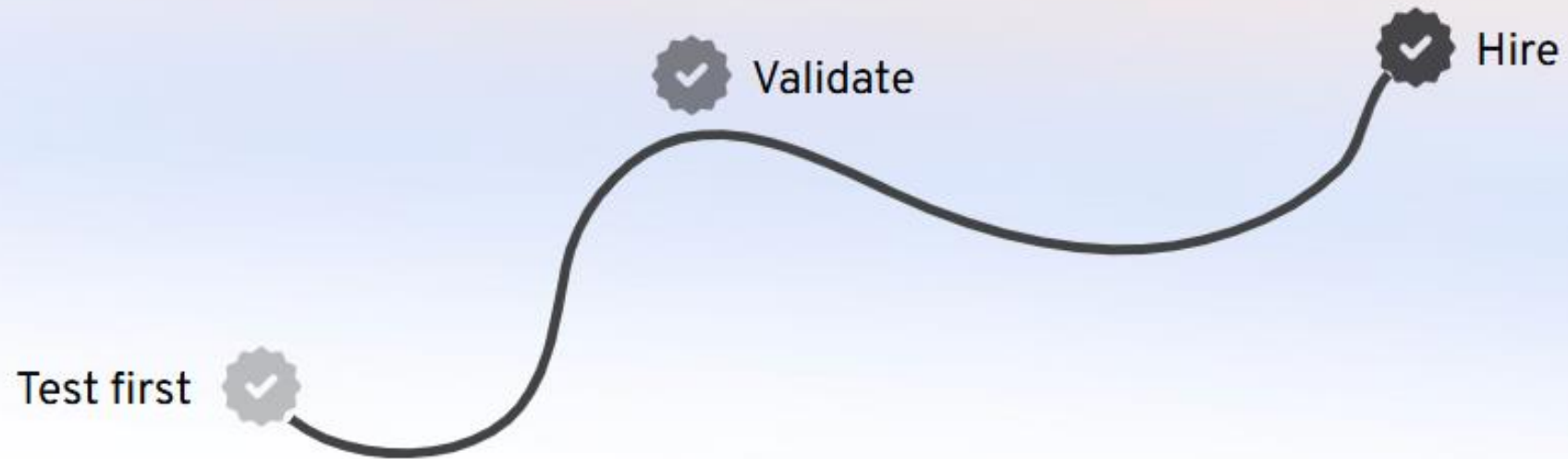
1. Do you have product market fit in at least 1 market?
2. Do you have at least 1 go to market motion that works well and can scale?
3. Do you know your segment really well?

Which market is the right one?

Market Potential vs Risk



The market **shapes** strategy



Execution eats strategy for breakfast!

Process → Skill → Tech

Conclusion

1. Build a strong foundation before expanding
2. Understand your next market and segment well
3. Test what works before you hire
4. Invest in building excellence across process, people and tech

deelan

Elaborate & Implement your international strategy

Panel discussion

Navigating through global markets: insights from companies thriving beyond borders



Charlotte Wirion
CTO & Co-founder
WEO



Christophe Timmermans
CEO
Solarcleano



Veronique Ziliotto
Founder of ellan
& Product Advisor

Moderation: **Panos Meintanis**, Founder and CEO, dealsup.io & deelan.io

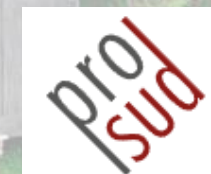


Analytique environnementale
pour tous depuis l'espace



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Environnement, du Climat
et du Développement durable

Clients



Projets pilotes



Partenaires



Gains



Best use of AI & Data

Section Indicators
averaged over selected section(s)

Urban Heat (degC)



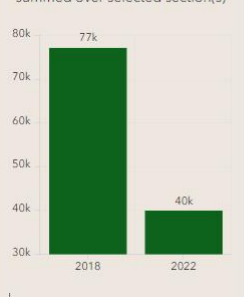
Surface Sealed



Canopy Cover 2022

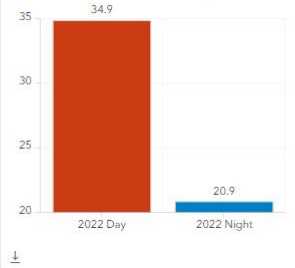


Tree Count
summed over selected section(s)



Neighbourhood Indicators
averaged over selected hexagon(s) on map

Urban Heat (degC)



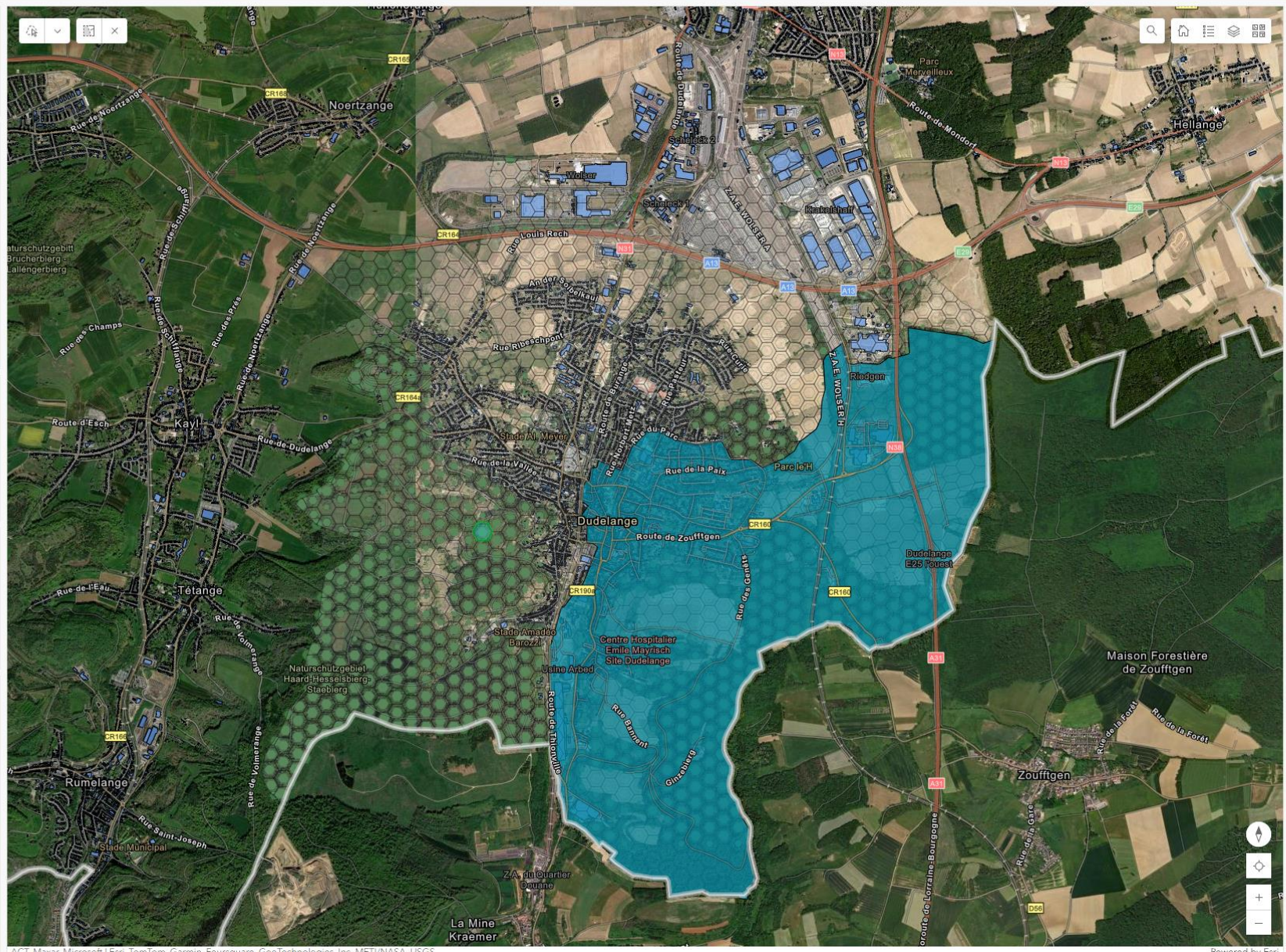
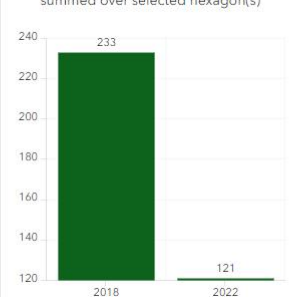
Surface Sealed



Tree Type



Tree Count
summed over selected hexagon(s)



Summary Report for Section
SUMMARY

This is a detailed report of the most important statistics about the selected section.

Indicators	Value	Target
Canopy Cover %	34	36
Urban Heat Temperatures Day	25	24
Urban Heat Temperatures Night	19	18
No. of Trees	14,323	15,232

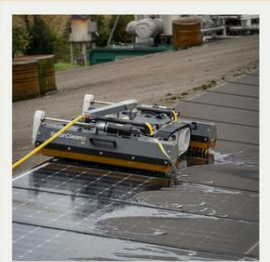
SolarCleano

Revolutionising
Solar Panel Maintenance

Powering Clean Energy
One Panel at a Time

PREVENTATIVE

MAINTENANCE



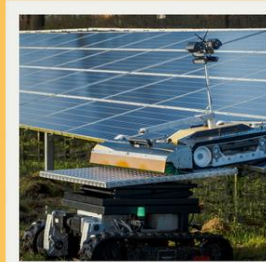
SolarCleano M1



SolarCleano L1



SolarCleano F1



SolarCleano T1



Mission

At SolarCleano, we enhance solar efficiency **worldwide** with innovative, reliable cleaning solutions.



Vision

To be the global leader in solar panel maintenance technology, driving the **efficiency** and lifespan of solar installations globally.



Values

Innovation, **sustainability**, customer-focus and excellence.



The Minds Behind the Machines

Behind every SolarCleano robot is a team of passionate innovators, powering renewable energy with reliable solutions.

At SolarCleano, human touch drives robotic **excellence**.

Reach out to us

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www.solarcleano.com



YOUR PANELS, OUR PRECISION



**We turn tech products into
powerful growth engines**

Startups | Corporate Innovation | Business Accelerators | VCs

100+ customers in 20+ organisations

PLUGANDPLAY



**Digital
Learning
Hub**



Building a data-driven, actionable Go-to-Market strategy for an innovative space software



Market and competitive analysis

- Analysis of targeted markets
- Key market opportunities
- Competitive analysis

Value proposition and differentiation

- Use cases & product strategy
- Identification of unique value proposition(s)
- Product positioning

Customer discovery

- Identification of customer segments
- Customer interviews
- Use cases iteration and validation

Elaborate & Implement your international strategy

The support you can get

Tips & Tricks to GO International

Laura Ambrogio

International Affairs Advisor
Chamber of Commerce



Tips & Tricks to **GO INTERNATIONAL**

A comprehensive offer of Internationalisation services

Accompanying you in your internationalisation journey!

Onboarding you to explore new markets.

Broadening your international networks with initiatives in Luxembourg & abroad.

Keeping you informed about different legislations and regulations to help you overcome barriers.

Your support network – Trade & Invest



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of Foreign and European Affairs,
Defence, Development Cooperation
and Foreign Trade



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Économie



- Attract foreign direct investment in a targeted and service-oriented manner
- **Facilitate access to international markets for Luxembourg-based companies**
- **Strengthen Luxembourg's international economic promotion network**
- Build a strong image for Luxembourg as a smart location for high-performance business and industry
- Ensure coherence and relevance of economic promotion actions



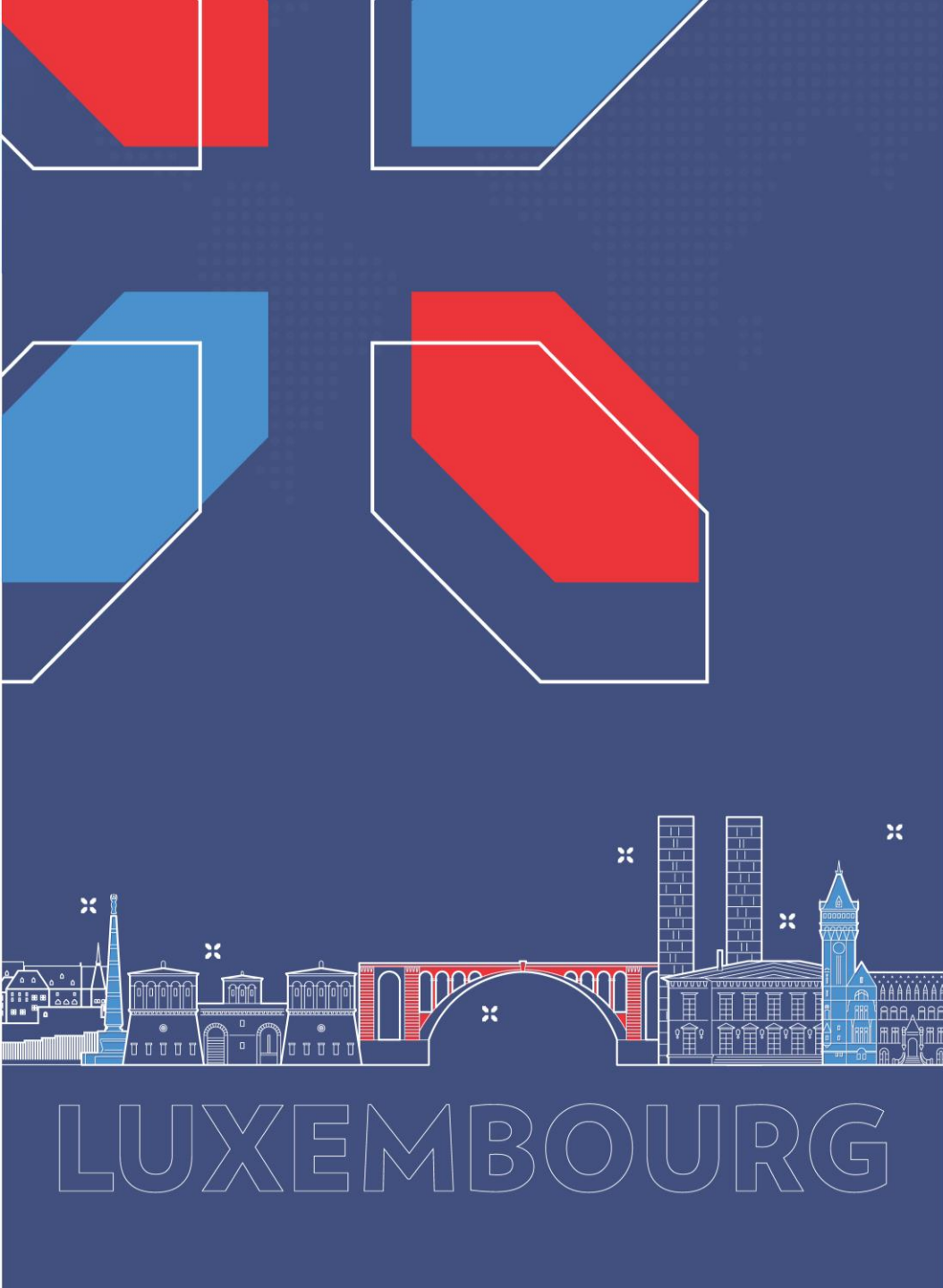
Our international network

The Chamber of Commerce promotes the **internationalisation of Luxembourg companies** offering a large set of services, market consultations, EU single market information, acting with the support of a broad network abroad:

16 Trade & Invest representatives

75 Diplomatic representations

153 Honorary Consuls



LUXEMBOURG

Our European Networks

To help companies **innovate and grow internationally**, the Chamber of Commerce closely works with a European network:

Economic Attachés & Business Clubs



EU & International Partner organisations



**Take a look at our services & agenda of activities
And book a meeting with our Advisors!**

YOUR GATEWAY TO GO INTERNATIONAL



 **LUXEMBOURG
TRADE & INVEST**

Focus for 2025

TRADE FAIRS



SUSTAINABILITY

Change Now (FR)
Smart City (ES)
Pollutec Lyon (FR)



AERONAUTICAL // SPACE

Space Symposium (USA)
SIAE Le Bourget (FR)
IAC (AUS)
Space Tech (DE)



HEALTH

Medica (DE)



DEFENSE & CYBER SECURITY

FIC (FR)
DSEI (UK)
+3 (EDA/OTAN)



FOOD & BEVERAGE

Anuga (DE)



TECH

CES (USA)
World AI Cannes Festival (FR)
Vivatech (FR)
GITEX EUROPE
London Tech Week (UK)
Websummit (PT)



CONSTRUCTION & REAL ESTATE

MIPIM (FR)
Expo Real (DE)



INDUSTRY & LOGISTIC

Hannover Messe (DE)
Transport & Logistics (DE)

Focus for 2025

Missions in Europe



Focus for 2025

International Missions



Trade Mission

USA (California & Texas)

Trade Mission

Brazil

Trade Mission

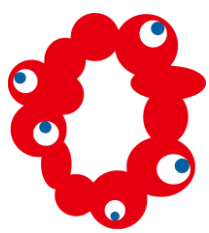
South Africa

Trade Mission

Taiwan

Trade Mission

Japan (x3)



OSAKA, KANSAI, JAPAN
EXPO
2025

World Expo 2025 Osaka

3 Official Trade Missions



CHAMBER OF COMMERCE

When: 24-31.05.2025
Where: Tokyo & Osaka

Programme

- ✓ Company visits in Tokyo and Osaka
- ✓ Guided visits to the World Expo
- ✓ Special Programme at the LU Pavilion
- ✓ Official Reception in honor of the Luxembourg Day
- ✓ Chance to explore the unique economic and cultural advantages of Japan

When: 12-18.07.2025
Where: Tokyo & Osaka

Programme

- ✓ Company visits in Tokyo
- ✓ Pre-arranged B2B meetings
- ✓ Guided visits to the World Expo
- ✓ Space Days Event at LU Pavilion
- ✓ Official Networking Reception

When: 14-19.07.2025
Where: Osaka & Tokyo

Programme

- ✓ Sector-specific company visits in Osaka and Tokyo
- ✓ Pre-arranged B2B meetings
- ✓ Guided visits to the World Expo
- ✓ Official Networking Reception
- ✓ Cultural visits

International Affairs 2025 Seminars

Navigating Global Markets

Elaborate & Implement your strategy

Financing Your International Marketing and Promotion

Find new business opportunities through Public Tenders

Expanding your horizons with the POD (matchmaking database of the EC)

Leveraging Social Media & SEO for Global Success

AI & Internationalisation

International expansion with e-Commerce

Unlocking the potential of FTAs & Access2Markets (tool of the European Commission)

Navigating export formalities



Country Focus

Chinese New Year

Osaka Info Day

Economic Outlook in Ivory Coast

Country Seminar – India

Business2Diplomacy

South Korea Day

Round table - Algeria

Business Clubs & Accredited Chambers event



Compliance

Decoding EU-Directives to do International Business

Assessing your risks in international business

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THANK YOU FOR YOUR ATTENTION !

Let's start your
internationalisation journey!

Contact us:

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international@cc.lu



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Thank you!

