

# SPOTLIGHT on INTERNATIONALISATION



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## What is the 'secret sauce' for successful internationalisation?

It is all about visibility. Coming up on page one in google searches is for a company like our very important. Therefore, it is essential to have a good and functional homepage with optimized SEO.

## First step towards internationalisation. Young start-ups struggle in establishing an internationalisation strategy, based on the available resources. What would be your tip to them, to maximise the impact of their actions?

For a Service Company like BioXpedia it is all about visibility. For other types of start-ups, it may be different. For us it is important to have a good and functional homepage with optimized SEO. Coming up on page one in google searches is important. Keep track on the homepage activity and optimize regularly. Post company news and scientific interesting content on LinkedIn. Ask customer to follow your LinkedIn profile. People following you on LinkedIn does this for a reason – some are present or new customer, some would like to work for a company like yours, some are competitors. It all makes you more visible.

## Hand-on experience. Could you please summarise the internationalisation activities of your company in few sentences?

Be present on platforms where similar companies are represented. This could be sales platform like scientist.com or websites listings of CRO's/Service Providers. Participate in discussions on international media – show you are an expert. Collaborate with your vendors – ask to be listed on their homepages as a service provider of their technologies. Ask them to recommend your company to customers searching for analytical services. Once discovered by new international customers, be very communicative, deliver good service, and ask for names of new potential customers.

## About BioXpedia

BioXpedia offers laboratory services supporting research at DNA-, RNA-, and Protein level. With our experience and technical capabilities we offer a wide variety of analytical methods.

“Not sure which option is right for your project?”

Every project is different and depends on the questions you want to answer – ask BioXpedia as the first step.

<https://www.bioxpedia.com/>

## About CELIS Project

CELIS project combines some of the world-class life science ecosystems in Europe, where cross-sectoral fertilisation has given rise to promising new technologies and products, resulting in new value chains. The project builds on the existing Health Axis Europe Alliance, with the aim to professionalise and expand this inter-regional cooperation and increase its impact, especially for SMEs among their members.

<https://www.health-axis.eu/celis>

CELIS project can support the development of new international cooperation through travel vouchers (up to 1 100 Euro), within the so-called ClusterXchange. We can help you navigate through the process and application.

More information: <https://clustercollaboration.eu/clusterxchange>