

## Why & How to Grow Your Tech Business INTERNATIONALLY – In the New European World

**TER Meeting -- April 19, 2022**

The following are highlights from the April 19th meeting of Atlanta's [Technology Executive Roundtable](#) (TER). Our distinguished panel was moderated by JC Boyanton and included Marc Weidner (CFO of Sunday), Mark Snell (CFO of Grayshift), and Pierre-Marie Rallu (CEO of 1retailAI). For more information on TER and how to become a member, see our [website](#) or contact Cindra Vaden (admin@ter-atlanta.com).

For technology companies planning to expand internationally in Europe, there are several dos and don'ts to be considered. The following is a list of important considerations to address when potentially expanding into Europe and growing your international business:

1. **Trusted Partners** – A key to successful international expansion is finding a trusted partner in each country where you are doing business. It's vital to pick a partner with experience in each European market combined with a solid sales and marketing background. What works in the US may have limited (or no) success in Europe.
2. **Concentric Growth** – When you select a city to launch your European headquarters, consider growing systematically in concentric circles beyond that city into other European cities. It's valuable to preserve your supply lines of people and resources in this way.
3. **Total Addressable Market (TAM)** – TAM is a critical factor for tech companies to consider when planning international expansion. If you have significant potential customers outside the US, the larger TAM will make the company more attractive to investors – especially if you have a clear strategy for expansion into the new markets.
4. **International Budget** – Unless you've raised significant outside capital with the purpose of expanding internationally, you'll need to be judicious with regard to spending your money and resources for an international expansion. It's a good idea to consult with other companies your size and learn from their experiences about how to build your financial plan for expanding internationally (and ask them where they experienced the greatest risks!).
5. **Employment/Labor Issues** – Employment and labor issues in Europe can be complex and often more pro-employee than in the US. Also, there is significant expense to implementing a reduction in force or closing a European division. Get an understanding of these laws in advance – and even consider using an international/global PEO to help you expand in each country.
6. **Building a Network** – In the US, building a brand becomes critical. In Europe, the key initially may be creating the right network. This includes selecting the right Managing Director in each country and experienced channel partners.

7. Government Sales -- If you're selling your tech solution to a European government entity, you may be required to establish a separate legal entity in the respective European country. Again, this can add to the costs of international expansion as well as requiring consultation with legal and accounting advisors in each country.
8. State Resources – Georgia is among many states providing tech companies with contacts, resources and assistance in expanding internationally. Additionally, the [Metro Atlanta Chamber](#) has an active international group. These are excellent resources to tap into when building your international business model.

**For more information on international expansion, contact [John Yates](#) at Morris, Manning & Martin ([jcy@mmmlaw.com](mailto:jcy@mmmlaw.com), 404-504-5444).**

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## About TER

Technology Executives Roundtable (TER) is an association for Atlanta technology executives – CEOs, CFOs and general managers – that provides a forum to share, challenge and test their ideas through candid talk about complex issues.

To register for an upcoming meeting, visit [www.ter-atlanta.com](http://www.ter-atlanta.com).