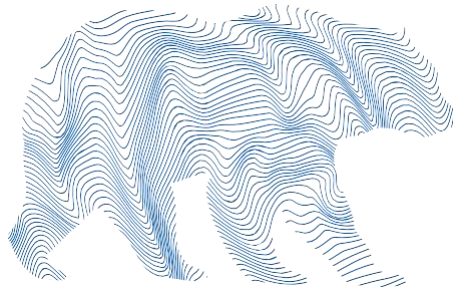




Trade Horizons

GLOBAL BUSINESS GROWTH



CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

Export Assistance Accelerator

Cleantech to the Nordics

tradehorizons.com

The California Governor's Office of Business and Economic Development (GO-Biz) is offering an Export Assistance Accelerator Program to up to 20 eligible California Cleantech businesses focused on the Nordic markets with renowned international market entry advisor Trade Horizons. Learn what it takes to export your Cleantech product or service to the Nordics!

Sector / Industry Focus

- Cleantech products and services.
- Target countries: Denmark, Finland, Norway, and Sweden.
- Emphasis on renewable energy, energy storage, circular economy, and low-carbon technologies.

Program Details: The program consists of 3 main modules with 8 sessions in total. The summary has been provided in the table below. Please see the next pages for details.

Module Name	Session Name	Date/Timing	Key Focus
Module 1: Export Readiness	Session 1: Introduction to the Nordics and Preparation	Wednesday, September 17 th . 9 am PST.	Understand export readiness and establish a strong market entry base.
	Session 2: Strategies for Success	Wednesday, September 24 th . 9 am PST.	Learn and tailor market strategies for Nordic success.
	Session 3: Market Fit & Selection	Wednesday, October 1 st . 9 am PST.	Navigate regulations and select promising markets with confidence.
	Session 4: Support & Financing	Wednesday, October 8 th . 9 am PST.	Identify funding options and explore financial resources.
	Session 5: Nordic Business Culture & Pitching	Wednesday, October 15 th . 9 am PST.	Master cultural norms, craft compelling pitches and negotiation tactics
	Session 6: Ready to Export	Wednesday, October 22 nd . 9 am PST.	Finalize a clear, actionable market entry strategy.
Module 2: 1-2-1 Export Coaching	Session 7: Personalized Coaching	Individual sessions commencing the week of November 3 rd , 2025.	Receive tailored guidance to enhance strategic clarity.
Module 3: Virtual Meetings	Session 8: Pitching Sessions	November 2025 - January 2026.	Connect, gather feedback, and validate market strategies with Nordic clients or partners.

Please note that the length of each session will differ depending on the content. Sessions are estimated to last between 90 minutes and 2 hours.

The Cleantech Export Assistance Accelerator to the Nordics

Module 1: Export Readiness

Session 1: Introduction to the Nordics and how to prepare for export

Participants will be walked through the Trade Horizons Market Access plan. The various critical elements for being export ready will be explained and each company will be able to assess their current preparedness. A Nordics CleanTech expert will provide an overview of the market and future trends, followed by a Q&A session.

Value: Understand your export readiness and build a strong foundation for Nordic market entry.

Session 2: Strategies for Success

Insights from local experts into each of the Nordic countries, opportunities and the clusters that exist. Selecting the right go-to-market strategy from the perspective of channels and routes to market. How to market and price your offering and differences between respective countries in the Nordics. A US company that has made a success of their export journey will talk through their experience.

Value: Gain actionable insights from local experts to tailor your go-to-market strategy.

Session 3: Market Fit and Selection

Ensuring that participants' propositions comply with both EU and non-EU (EEA) rules and regulations. A Customs and Compliance expert will explain how to leverage trade incentives, meet product registration requirements and how to overcome any regulatory challenges. A framework for market selection will be presented and walked through so each company can weigh, score and rank the markets they have the best opportunity for success in.

Value: Navigate regulations and select the best-fit Nordic markets for your business.

Session 4: Support and Financing

What support, both financial and otherwise, is available both from the US and from Nordic countries. Speakers from EXIM Bank and SBA will talk through the support they can offer as well as assistance from Federal, State and local government programs, including STEP grants. Nordic experts will explain incentives available and how to navigate funding. A US company will talk about their experience in obtaining support.

Value: Discover funding and support options from both U.S. and Nordic sources.

Session 5: Nordics Business Culture(s) and Pitching

This session is dedicated to understanding your future partners and clients. Local experts will explain how to navigate the regional value set and nuances between the markets. Receive insight into the cool and polite Nordic persona and the cultural norms and differences in the Nordics region. You will also learn appropriate negotiation tactics. The Nordic purchasing decision-making process will be explored with a Q&A session to provide the chance to fine tune your pitch.

Value: Master cultural nuances and refine your pitch to resonate with Nordic stakeholders, Nordic purchasing decision process and negotiation tactics.

Session 6: Ready to Export

Ensuring that your Market Access Plan is complete and how to turn this into action. Participants' will reassess their Export Readiness to ensure they maximize their 1-2-1 coaching session. A moderated panel session with representatives from each country will 'pitch' their markets to you.

Value: Finalize your market access plan and prepare for impactful 1:1 coaching.

Module 2: 1-2-1 Export Coaching

At the heart of this opportunity is a high impact, personalized One to One Coaching session designed to foster your companies full export potential. Each participating business receives direct access to a seasoned, in-market coach based in the Nordics. This expert will tailor bespoke, real-time guidance grounded in local knowledge, cultural fluency and proven market entry success. This is not merely generic advice but rather insights deeply aligned with your business goals and adapted to Nordic markets.

Whether you are refining your value proposition, identifying the most promising channels to market, or navigating compliance, your coach will help tailor your export plan to achieve tangible results. This expert support gives participating companies the invaluable advantage of insider insights from someone who lives and breathes the Nordic markets. By the end of your session, you will have gained not only greater clarity but also a strategic roadmap to engage confidently with Nordic stakeholders and partners.

Value: Receive personalized, in-market coaching to refine your strategy and unlock Nordic opportunities.

Module 3: Virtual Meetings

The Virtual Pitching Sessions are your direct gateway to real world market validation and commercial traction. Selected companies will be connected with carefully selected Nordic buyers, potential partners, or decision makers in a structured, live environment without having to leave California.

These sessions are more than just pitch opportunities; they are strategic conversations mediated by your in-market coach. Your coach will ensure you are not only pitch ready but culturally attuned to Nordic business values and expectations before the pitch session. During the pitch you will receive feedback directly from potential customers and collaborators, gaining critical insights that help refine your approach and accelerate your market entry path. For many companies, these sessions act as a turning point, where theory meets practice and high-level contacts are converted into business relationships. With expert support on the ground, each interaction is maximized for potential impact, helping your company stand out and thrive in one of the most advanced Cleantech ecosystems in the world.

Value: Pitch to real Nordic buyers and partners, validate your strategy, and accelerate deal-making.

Companies must meet the following eligibility requirements:

- Legally incorporated in California in the cleantech sector in the United States.
- Have significant operations in California.
- Meet the Small Business Administration's small business size standards.
- Been in operation for at least one year.
- Export goods with at least 51% US content.

- Registered to do business in California.
- Have products readily available for sale and export.

Dates & Timings

Program Duration: September 17 – January 30, 2025.

Delivery Mode: 6 live virtual training modules on Wednesdays 9 am PST, from 17 September

One-on-One Coaching: Individual market entry coaching session for each company.

Follow-Up Partner Meetings: Virtual meetings with buyers and partners (December 2025 – January 2026).

Price of participation

The export-promotion program is valued at \$6,500, however, \$6,000 is funded by GO-Biz for CA companies that meet the STEP criteria. This is an effort to support California's Cleantech businesses' export efforts. As such the participation fee for eligible organizations is \$500.

Working with Trade Horizons

Trade Horizons is a London-based international market entry consultancy. They provide full-spectrum assistance to US companies to identify, develop and grow sustainable revenues in new geographic markets. Their support Cleantech firms through the key phases of market entry – Align, Prepare and Launch. Support for this project will come from Trade Horizons offices in the U.S., U.K and Sweden.

Presented by Trade Horizons in collaboration with GO-Biz. Program commissioned and financially supported by the State of California to empower small businesses to expand to the Nordic markets of Denmark, Finland, Norway, and Sweden.