

# GREEN MODULE

## N°6 - CROSS-BORDER ENTREPRENEURSHIP

Entrepreneurship that cares for the planet and uses technology to improve lives has been explored in the previous module.

Today, it is taken beyond borders to discover how to take entrepreneurship to the international stage.

- **1. What is a Cross-Border Entrepreneurship ?** It extends the operations of a cross-border venture beyond its country of origin, embracing globalisation. Not only products are exported, but also ideas and culture are exchanged, overcoming challenges of adaptation and international regulations. With the help of technology, these businesses can connect with markets and partners around the world, making distances shorter and opportunities more accessible.
- **2. Benefits of International Business.** Expanding a business internationally offers enormous benefits. Not only does it increase brand exposure and access to new markets, but it also allows you to learn from different cultures and business practices. In addition, diversity in the customer and employee base enhances innovation and creativity within the company, allowing for the development of more robust and adaptive solutions.
- **3. Activities that Enhance Cross-Border Entrepreneurships.** Conducting a thorough context analysis, effective networking and adopting global best practices are crucial for success in the international arena. These activities help to better understand foreign markets, build key relationships and learn strategies that have worked elsewhere. In addition, it is essential to educate and train the team to meet the challenges of operating in a multicultural environment.

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