

US Market Entry Strategies: Benefits of Soft Landing Programs in Florida

Roadmap to U.S. Market Entry March 25-26, 2024
Debrecen/Budapest

www.selectUSA.gov



Gabor T. Nagy

Tóvári-Nagy Gábor

- Mergers and Acquisitions
- Market Entry Strategies
- (EU – USA – LATAM)
- High Performance Management

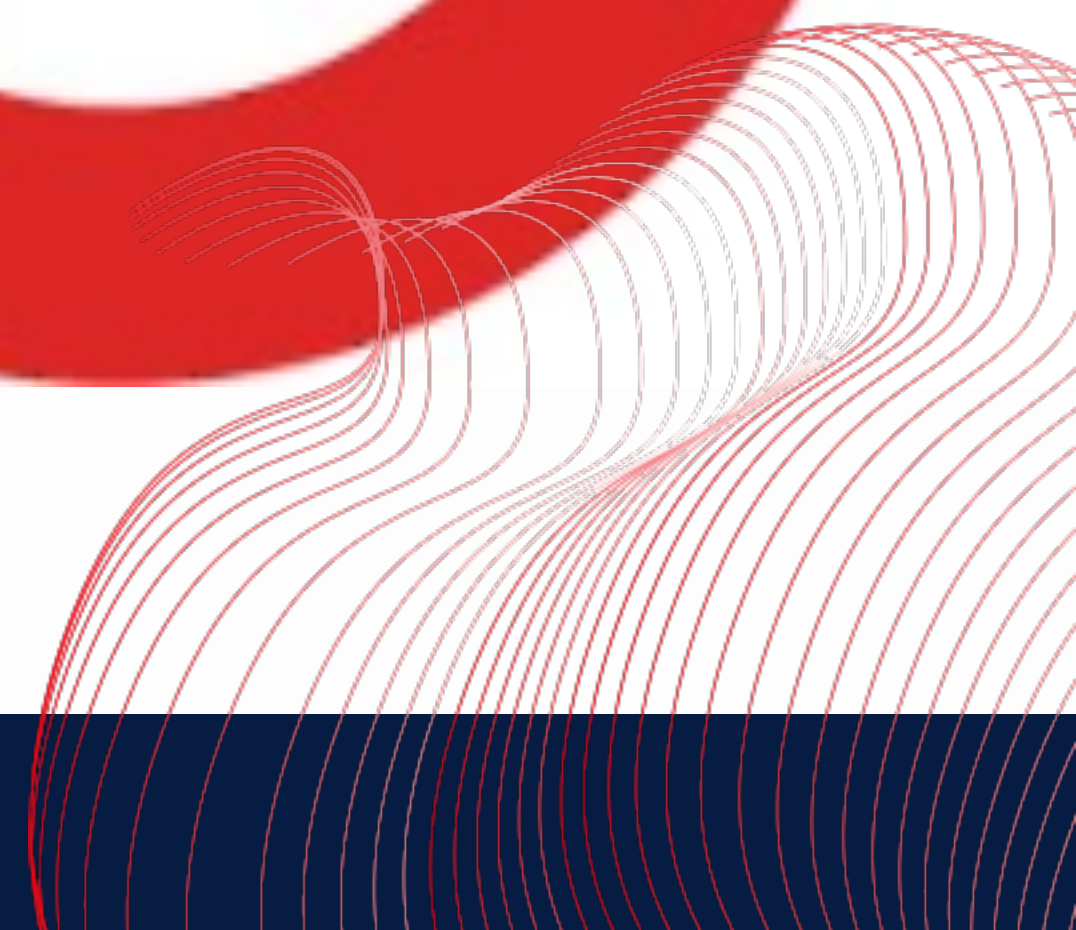




MIND THE GAP



**HUNGARIAN
SUMMIT**



Market entry strategies

Mergers and
Acquisitions

Alliances and
Joint Ventures

Solo Ventures

Exporting

Licensing and
Distribution

Greenfield
Investments



Why do companies enter new markets?

Competitive pressures, strategic partnership, brand building, innovation

MARKET EXPANSION

higher growth potential beyond domestic markets

PROFITABILITY

favourable market conditions, low competition, strong purchasing power

RISK MITIGATION

geographical instability, regulatory changes, economic downturns

ACCESS TO RESOURCES

raw material, talent, technology





**Success criteria of
INTRODUCING A PRODUCT OR SERVICE
to a new market**



WHAT IS A SOFT LANDING?

AVIATION INDUSTRY

US ECONOMY

MARKET ENTRY



"A **SOFT LANDING IN MARKET ENTRY** REFERS TO A STRATEGY OR APPROACH TAKEN BY A COMPANY OR ORGANIZATION WHEN ENTERING A NEW MARKET WITH THE AIM OF **MINIMIZING RISKS AND ENSURING A SMOOTH TRANSITION.**"



BRIDGE THE GAP

SOFT LANDING

CAREFUL PLANNING

FLEXIBILITY AND ADAPTABILITY



MINIMIZING RISK AND COST

MAXIMIZING OPPORTUNITIES



SMOOTH TRANSITION

SUCCESSFUL MARKET ENTRY

Market research

- Target market
- Consumer preferences
- Competition
- Regulatory environment
- Cultural factors
- Market trends

Gradual entry

- Limited product range
- Pilot project
- Partnerships

Adaptation

- Product
- Services
- Marketing
- Business processes

Risk management

- Currency fluctuation
- Legal and tax issues
- Competition
- Political instability

Building relationships

- Customers
- Suppliers
- Government
- Community



**Business Incubation
Program**

UNIVERSITY OF CENTRAL FLORIDA



UNIVERSITY OF CENTRAL FLORIDA BUSINESS INCUBATION UNLEASHING POTENTIAL TOGETHER



For 24 years we have been helping scalable companies unleash their potential!



MENTORSHIP

BUSINESS
DEVELOPMENT

BUSINESS
OPERATIONS

CAPITAL &
COMMUNITY
CONNECTIONS

LEADERSHIP
DEVELOPMENT

LABS & OFFICE
SPACES

2023- Business Revenues \$127,655,820

2023 - Investments \$35,329,600



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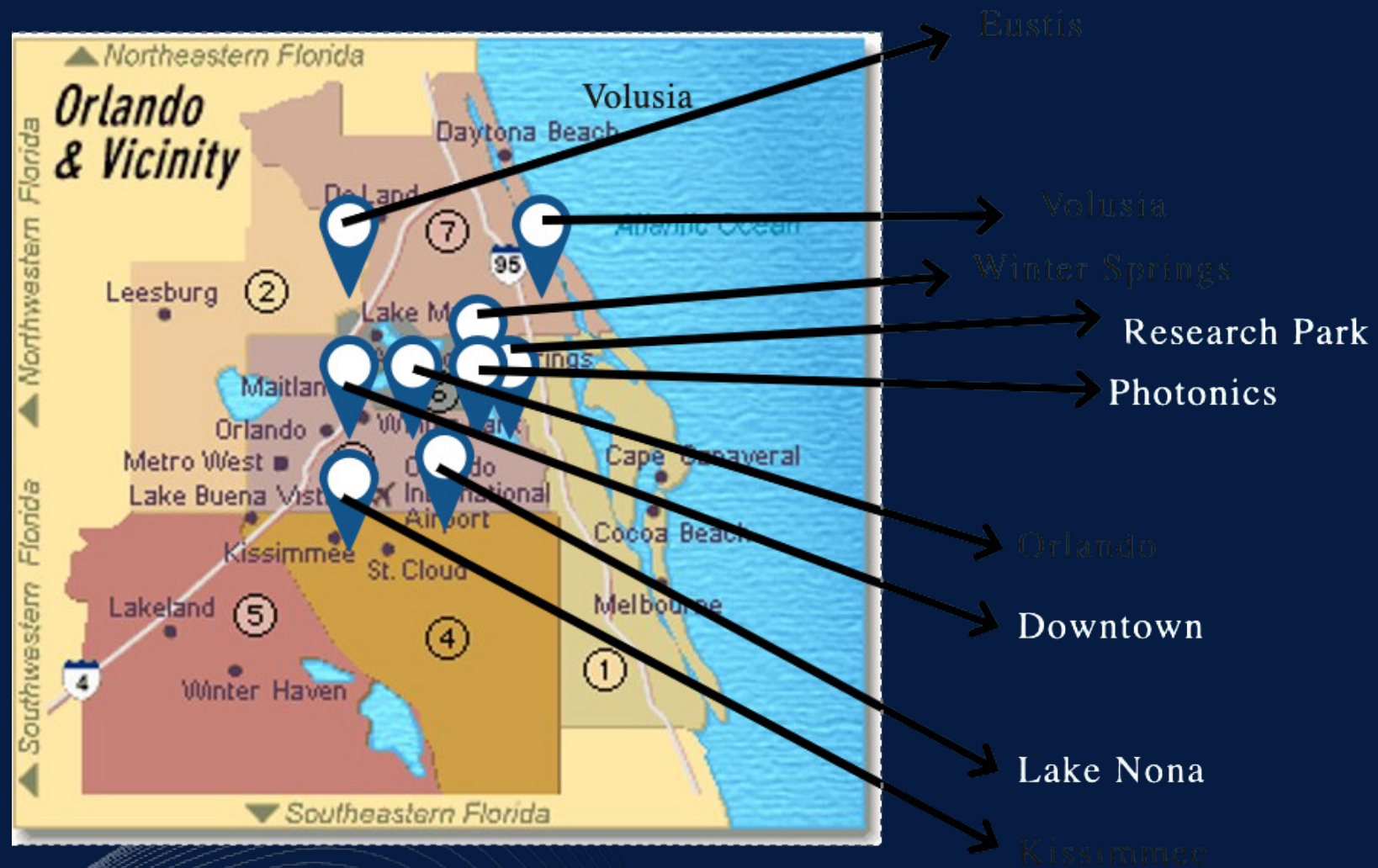


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Soft-Landing Program

9 LOCATIONS

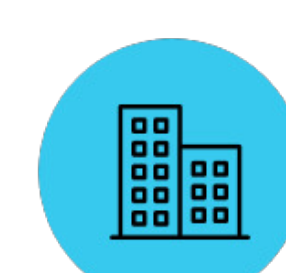
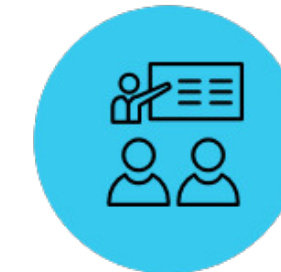


UCF

Business Incubation Program

UNIVERSITY OF CENTRAL FLORIDA

SERVICES



Cluster locations are colored in white

Defense, simulation, cyber, photonics, space, energy, robotics, Ai, VR/AR, Game Dev, Smart City, Fintech, Life Science, Healthcare, Digital Medical Tools, Human Performance, among others.





**HUNGARIAN
SUMMIT**



SOFT LANDING PROGRAM

PARTNERSHIP BETWEEN UCF BIP AND HUNGARIANHUB



Piros Pazaurek
Founder and President
HUNGARIANHUB

Carol Ann Dykes Logue
Director
Innovation Districts
and Incubation
Program
UCF BIP

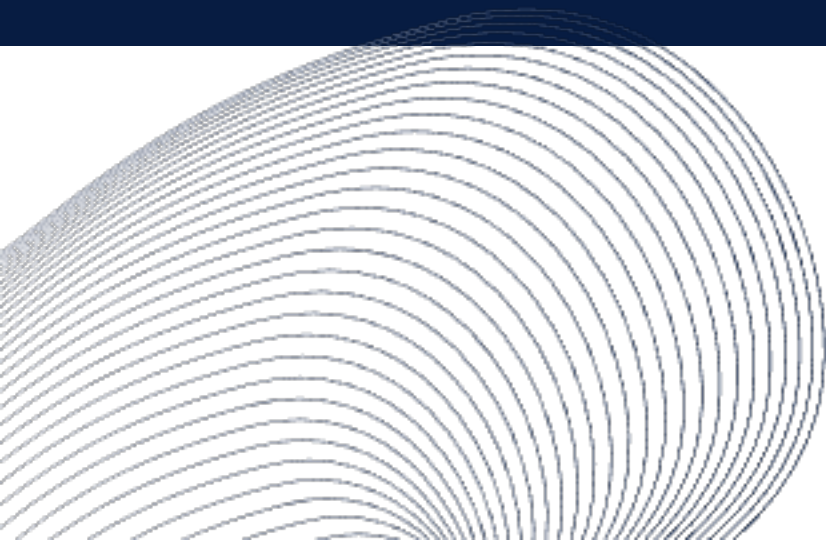


**Business Incubation
Program**

UNIVERSITY OF CENTRAL FLORIDA

SOFT LANDING PROGRAMS

SOFT LANDING PROGRAMS	DURATION	LOCATION	ENTRY REQUIREMENTS	WHEN
FULL	1-2 YEARS	FLORIDA	YES	CONTINUOUS
SPEEDWAY	8 WEEKS	ONLINE/ BUDAPEST	YES	Q4 2024
BOOTCAMP	5 DAYS	FLORIDA	NO	MAY 20-24. 2024



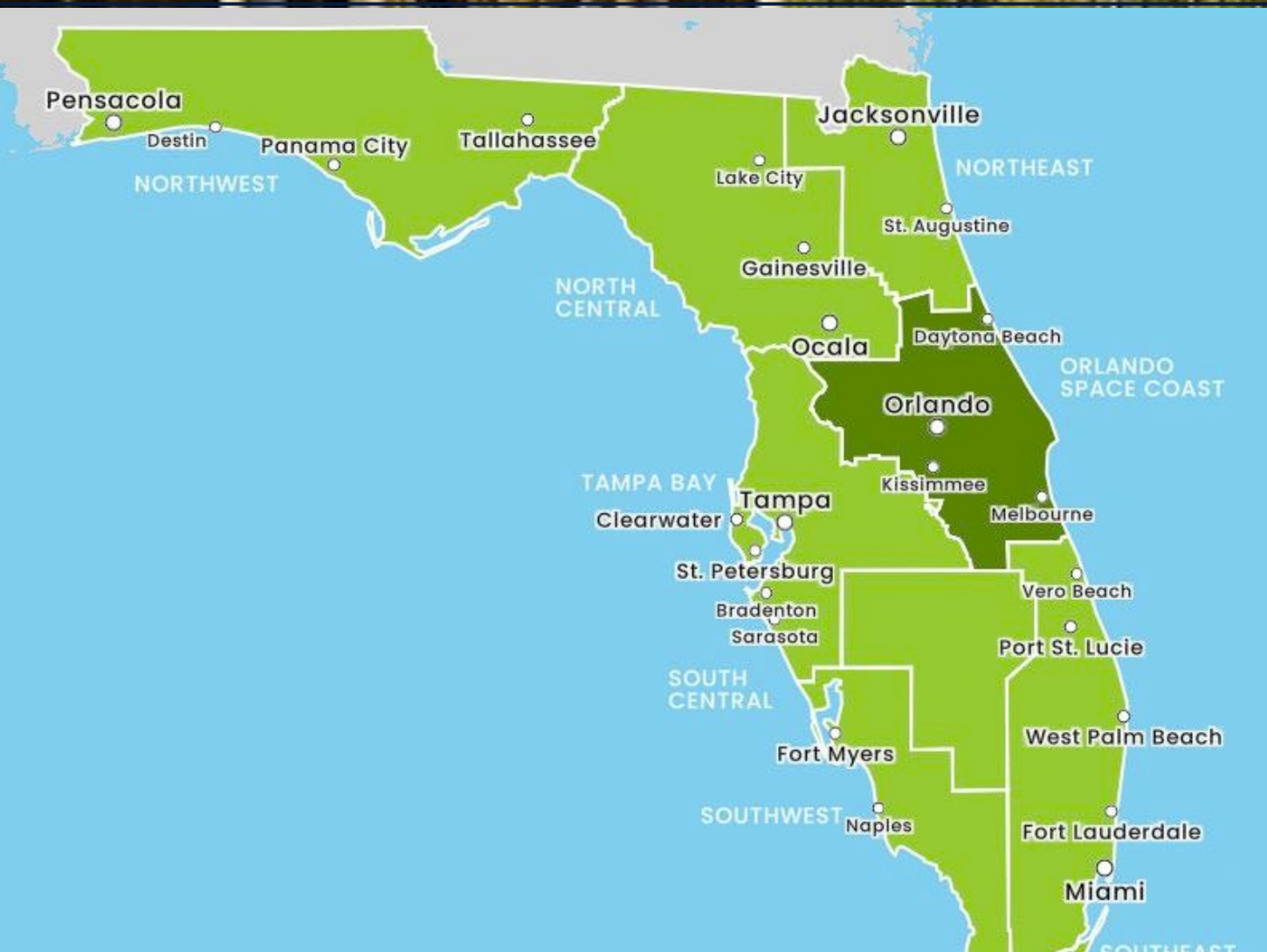


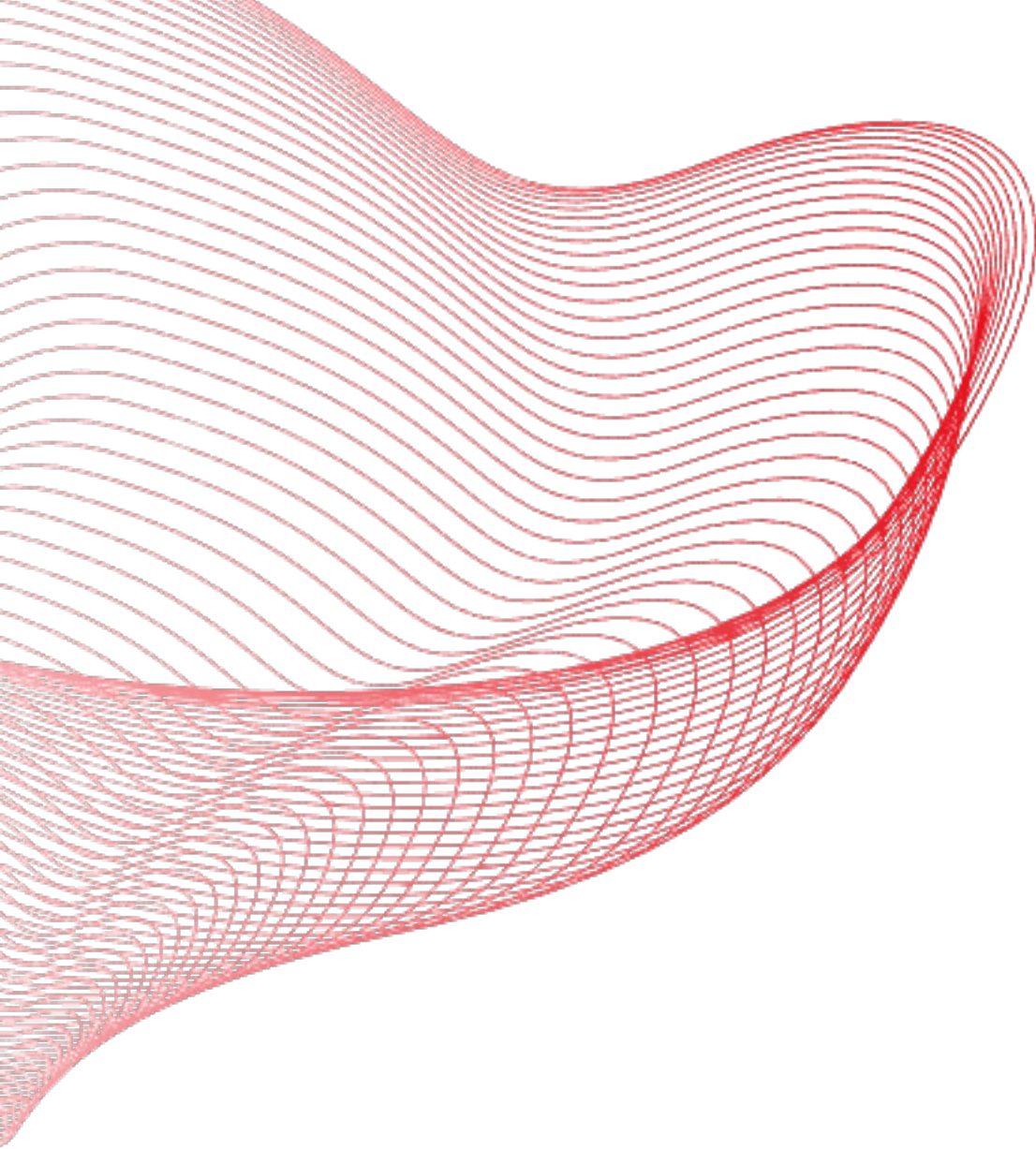
SelectFlorida.com

SelectUSA.com

HungarianSummit.com

USAaccelerator.com





PERFORM HEALTH CHECK

COMPETITIVE PRODUCT
CAPABLE ORGANIZATION
ADEQUATE RESOURCES

MIND THE GAP

**BRIDGE THE GAP
(MAKE A PLAN)**

**ENTER NEW
MARKET**



KÖSZÖNÖM A FIGYELMET!

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