

# My Export Journey

Lessons Learned, Barriers Overcome,  
and Scaling Internationally



# Who We Are

- Swedish manufacturer of Prismatic VMS
- Main market is Traffic Safety and Traffic Management
- Focus on durability, reliability, and sustainability
- Export is essential for growth

# How Our Export Journey Started

- Export started opportunistically
- First international inquiries and pilots
- Learning by doing

# Barriers We Had to Overcome

- Regulations and standards
- Lack of local references
- Long decision-making processes
- Internal capacity

# Barriers We Still Face

- Scaling without losing flexibility
- Different market dynamics
- Partner vs. direct sales
- Competing with large players

# What Works Well

- Sustainability as a strong driver
- Reliable and simple solutions
- Long-term relationships
- Listening to local needs

# Export Do's and Don'ts

## Do's

- Invest in local partners
- Understand the ecosystem
- Be patient

## Don'ts

- One-size-fits-all thinking
- Rushing scalability
- Focusing only on technology

# How Nordic+ Can Help

- Access to trusted networks
- Introductions to key stakeholders
- Sharing real export experiences
- Joint international visibility

# Tools and Mechanisms Needed

- Market insights per country
- Partner matchmaking
- Support for pilots and references
- Knowledge-sharing platforms

**Export is a journey, not a straight line**

