

## ONLINE INTERNATIONALIZATION A NEW WAY TO FACE NATIONAL RECESSION

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National Sales in Europe Being Slowed Down By The Current Economical Period Forces SMEs To Focus On How Entering New Markets At A Minimum Cost.

Created as a free trade zone, Europe aims to help small and medium size companies to make the most of opportunities to reach transnational markets. The fact is that low cashflow and fear to invest because of the actual "crisis" period, currently limit such activity and SMEs do not dare taking anymore risks. Over the last decade, the most growing option to reach new prospect territories has definitely been trough the World Wide Web and it has become vital for SMEs to be represented online.

"Nowadays, Internet can be considered as the quickest and less risky method to sell and communicate adequately worldwide" says Uldaric Bertinotti, Clownfish Design Business Manager.

From managing foreign accounts to analyzing possible cross-cultural issues of a product launch, depending on the company services or products portfolio, internationalizing a web presence can be a useful first step to enter efficiently a new market. Nevertheless, business strategists advice that two main problems can arise for SMEs going online: lack of dedication time so as a lack of experienced and qualified staff members.

"These are exactly the reasons why we not only provide our clients with an online presence but we also offer them a fully supported solution thanks to a dedicated management team" adds Mr Bertinotti.

There are so many challenges for SMes at that very moment, so many key decisions to take. Going online is a valuable option to consider for SMEs with limited resources but in no circumstances the only necessary step to take when starting selling abroad. Even if the ROI for internationalizing a web presence can be high, it will only be when professionnaly controled and managed.

About Clownfish Design

Clownfish Design is a complete web solutions provider specialized in internationalizing SMEs´web presence. With its headquarters in the United Kingdom, a representation in Spain and being directed by two frenchmen, the company has been developing added value websites and custom softwares for many european SMEs and well known brands such as Vans, FQR, or Threshers.

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