

## TEXT-e Training im Außenhandel für KMUs mittels E-Learning – ein innovativer Ansatz

LLP-LdV-TOI-2007-TR-026

<http://www.adam-europe.eu/adam/project/view.htm?prj=4681>

## Projektinformation

**Titel:** TEXT-e Training im Außenhandel für KMUs mittels E-Learning – ein innovativer Ansatz

**Projektnummer:** LLP-LdV-TOI-2007-TR-026

**Jahr:** 2007

**Projekttyp:** Innovationstransfer

**Status:** abgeschlossen

**Land:** TR-Türkei

**Marketing Text:** Es gibt mehr als 20 Millionen KMUs in der EU, das sind 99% aller Unternehmen. Auch in den Nachbarländern der EU, wie etwa der Türkei, sind KMUs ein wichtiger Faktor für Wirtschaftswachstum, Innovation, Beschäftigung und soziale Integration. In der heutigen globalen Wirtschaft wird es für KMUs immer schwieriger, sich auf dem Markt erfolgreich zu behaupten.

Das Projekt Text-e schult KMU-Mitarbeiterinnen und Mitarbeiter im Außenhandel unter Verwendung innovativer Technologien wie etwa E-Learning. Das Ziel ist, die Wettbewerbsfähigkeit von KMUs in der Türkei und in Bulgarien zu erhöhen.

**Zusammenfassung:** The project aims to contribute to an increase in SMEs competitiveness in the international scene through use of innovative technologies such as e-learning to train SMEs staff in foreign trading with a European perspective, combining relative strength brought by each partner country organisation.

Objectives of the project also include;

- Increase foreign trade capacities of SMEs staff in both Turkey and Bulgaria to a level compatible with the established enterprises from EU 15,
- Minimize identified training gaps in exportation across partner countries,
- Generate dialogue among the trainers from partner countries,
- Transfer best practices and expertise between the partners.

The target group will be mainly the instructors in vocational schools, voluntary potential tutors, university level educated voluntaries including women, the staff in SME's.

**Beschreibung:** The proposal prepared and submitted by Makro Management Development Consulting Company.

The current financial support of Eu allows the partners to transfer a formerly completed project and add up an innovative value on it. Within this framework a comprehensive need analysis has been completed in both Bulagaria and Turkey on SMEs to figure out the training needs of SMEs in export training. The training modules have been designed and developed by the experts of partners in line with the findings of this analysis.

The project will be implemented with the collaboration of six partners from four different countries and completed within two years. Makro Ltd. is the promoter organization in the project and the other partners are Mid Yorkshire Chamber of Commerce and Industry – Sofia Branch from Bulgaria, ESTA Bildungswerk from Germany, Windrush Training Ltd. from UK and ESTA Turkey and TOSYOV- Turkish Foundation for Small and Medium Business- from Turkey.

**Themen:** \*\*\* Arbeitsmarkt  
\*\*\* Lebenslanges Lernen  
\*\*\* Fernlehre  
\*\* Unternehmen, KMU  
\* Chancengleichheit

**Sektoren:** \*\*\* Handel; Instandhaltung Und Reparatur Von Kraftfahrzeugen  
\*\*\* Erbringung von Freiberuflichen, Wissenschaftlichen und Technischen Dienstleistungen

**Produkt Typen:** Unterlagen für offenen Unterricht  
CD-ROM  
Homepage  
Lehrmaterial

## Projektinformation

Fernlehre  
Module

Produktinformation: The end product arising from the project will be an export training program posted on internet and includes a number of e-learning modules and materials containing the broad framework of the 'training of trainers' course and key aspects of international trade procedures. The training materials will also be available in the form of CD-ROMs.

Projektwebseite: [www.text-e.info](http://www.text-e.info)

## Vertragnehmer

Name: MAKRO Management Development Consulting Ltd. Co.  
Stadt: ANKARA  
Land/Region: Ankara  
Land: TR-Türkei  
Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)  
Homepage: <http://www.makroconsult.com.tr>

## Kontaktperson

Name: ipek incesulu  
Adresse: Paris Caddesi 6/7 A. Ayranci  
Stadt: ANKARA  
Land: TR-Türkei  
Telefon: +90 312 425 59 15  
Fax: +90 312 425 59 14  
E-Mail: [ipek@incesulu.com](mailto:ipek@incesulu.com)  
Homepage: <http://www.makroconsult.com.tr>

## Koordinator

Name: MAKRO Management Development Consulting Ltd. Co.  
Stadt: ANKARA  
Land/Region: Ankara  
Land: TR-Türkei  
Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)  
Homepage: <http://www.makroconsult.com.tr>

## Kontaktperson

Name: ipek incesulu  
Adresse: Paris Caddesi 6/7 A. Ayranci  
Stadt: ANKARA  
Land: TR-Türkei  
Telefon: +90 312 425 59 15  
Fax: +90 312 425 59 14  
E-Mail: [ipek@incesulu.com](mailto:ipek@incesulu.com)  
Homepage: <http://www.makroconsult.com.tr>

## Partner

### Partner 1

Name: Windrush Training Ltd.  
Stadt: SWINDON  
Land/Region: London  
Land: UK-Vereinigtes Königreich  
Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)  
Homepage:

### Partner 2

Name: Mid Yorkshire Chamber of Commerce and Industry – Branch Bulgaria (MYCCI Bulgaria)  
Stadt: Ruse  
Land/Region: Severen tsentralen  
Land: BG-Bulgarien  
Organisationstyp: Kammer  
Homepage: <http://www.myccibg.com>

### Partner 3

Name: Turkish Foundation for Small and Medium Business (TOSYÖV)  
Stadt: Ankara  
Land/Region: Ankara  
Land: TR-Türkei  
Organisationstyp: Arbeitgeberorganisation  
Homepage: <http://www.tosyov.org.tr>

### Partner 4

Name: ESTA-Bildungswerk GmbH  
Stadt: Duisburg  
Land/Region: Düsseldorf  
Land: DE-Deutschland  
Organisationstyp: Weiterbildungseinrichtung  
Homepage: <http://www.esta-bw.de>

## Partner

### Partner 5

Name: ESTA Consulting Education and Training Services Co. Ltd.  
Stadt: Ankara  
Land/Region: Ankara  
Land: TR-Türkei  
Organisationstyp: Weiterbildungseinrichtung  
Homepage: <http://www.esta-turkey.com>

## Projektdateien

### Dis\_Ticarette\_Kullanilan\_Belgeler.pdf

[http://www.adam-europe.eu/prj/4681/prj/Dis\\_Ticarette\\_Kullanilan\\_Belgeler.pdf](http://www.adam-europe.eu/prj/4681/prj/Dis_Ticarette_Kullanilan_Belgeler.pdf)

The presentation on export documentation presented during the local trainings in Turkey.

### Dis\_Ticarette\_Risk\_Incelemeleri.pdf

[http://www.adam-europe.eu/prj/4681/prj/Dis\\_Ticarette\\_Risk\\_Incelemeleri.pdf](http://www.adam-europe.eu/prj/4681/prj/Dis_Ticarette_Risk_Incelemeleri.pdf)

The presentation on export risk analysis presented during the local trainings in Turkey.

### E-ticaret.pdf

<http://www.adam-europe.eu/prj/4681/prj/E-ticaret.pdf>

The presentation on e-business and e-trading on local trainings

### Export Training Needs Analysis.pdf

<http://www.adam-europe.eu/prj/4681/prj/Export%20Training%20Needs%20Analysis.pdf>

A research which has been accomplished in order to figure out the training needs on export topics in both Turkey and Bulgaria. The survey has been conducted by utilising different research methodologies effectively to understand the need for training of the export trainers and the SME staff via e-learning as an innovative method in the exports sector. It has been completed in July 2008.

### ICC\_600.pdf

[http://www.adam-europe.eu/prj/4681/prj/ICC\\_600.pdf](http://www.adam-europe.eu/prj/4681/prj/ICC_600.pdf)

The presentation on ICC-600 prepared and presented for the local trainings in Turkey.

### Ihracat\_Is\_Planı.pdf

[http://www.adam-europe.eu/prj/4681/prj/Ihracat\\_Is\\_Planı.pdf](http://www.adam-europe.eu/prj/4681/prj/Ihracat_Is_Planı.pdf)

The presentation on Internationalisation, Export Start-Up, Business Plan Preparation, and Export Management presented during local trainings.

### Ihracatta\_Pazar\_Arastirmasi.pdf

[http://www.adam-europe.eu/prj/4681/prj/Ihracatta\\_Pazar\\_Arastirmasi.pdf](http://www.adam-europe.eu/prj/4681/prj/Ihracatta_Pazar_Arastirmasi.pdf)

The presentation on export market research delivered during the local trainings in Turkey.

### INCOTERMS\_2000.pdf

[http://www.adam-europe.eu/prj/4681/prj/INCOTERMS\\_2000.pdf](http://www.adam-europe.eu/prj/4681/prj/INCOTERMS_2000.pdf)

the presentation on INCOTERMS 2000 prepared for and presented during the local trainings in Turkey.

### Odenme\_Sekilleri.pdf

[http://www.adam-europe.eu/prj/4681/prj/Odenme\\_Sekilleri.pdf](http://www.adam-europe.eu/prj/4681/prj/Odenme_Sekilleri.pdf)

the presentation on Export Terms and Payments which is prepared for and presented in the local training programmes in Turkey.

### UCP\_600.pdf

[http://www.adam-europe.eu/prj/4681/prj/UCP\\_600.pdf](http://www.adam-europe.eu/prj/4681/prj/UCP_600.pdf)

The document on UCP 600 and recent changes on the applications which is delivered during the local trainings in Turkey.

## Produkte

- 1 Text-e E-learning Platform
- 2 Text-e Training Materials on Export training
- 3 Text-e Local Training Presentations
- 4 Export Training Need Analysis

## Produkt 'Text-e E-learning Platform'

Titel: Text-e E-learning Platform

Produkttyp: Fernlehre

Marketing Text: The e-learning platform is one of the outputs of Text-e project. It contains export training packages. It is an important source of information for people who are interested in exporting.

Beschreibung: Access is provided on the project web page [www.text-e.info](http://www.text-e.info). Any interested trainee can use this platform free of charge by having a password.

Zielgruppe:

1. Instructors in vocational schools (Vocational schools for intermediary human resources education in business)
2. University level educated women, especially in remoter areas, who have the capacity to initiate/lead a business and have access to internet, but are unemployed due to lack of established businesses in their areas. These women will have the potential to gather small and micro businesses into budding export clusters.
3. Voluntary group of people with capacity (e.g., university graduate and have basic level English) but unemployed or on part time jobs.
4. The staff in SMEs that would like to export but are not equipped with necessary knowledge on export.
5. People who have been educated to university level (non-commercial studies) working in businesses who could be retrained as exporters.
6. Personnel working in Chambers of Commerce and Industries,
7. Personnel working in the SME development organizations, and business support organizations
8. Professional women on maternity leave who could work out of home-offices,
9. University students who would like to have another (marketable) skill,
10. Professionals working in another field but have an interest on foreign trade,
11. Expatriate/guest workers (Gastarbeiter) from partner countries working especially in the EU 15 who could act as intermediaries for companies from their original countries.

Resultat: The platform contributes to an increase in SMEs competitiveness in the international scene through providing a comprehensive export training courses. It helps to train export trainers as well as SMEs staff in foreign trading and other groups of people targeted.

Anwendungsbereich: Export trainings and export trainers training.

Homepage: [www.text-e.info](http://www.text-e.info)

Produktsprachen: Türkisch  
Englisch  
Bulgarisch  
Deutsch

## Produkt 'Text-e Training Materials on Export training'

Titel: Text-e Training Materials on Export training

Produkttyp: CD-ROM

Marketing Text: The Text-e training materials are also offered in CD-ROM's. The CD's have an auto start function which provides the users to choose the language they prefer.

Beschreibung: CD-ROM's contains comprehensive courses on export in pdf format. The courses are;

1. Internationalisation, Export Start-Up, Business Plan Preparation, and Export Management.
2. "Market Research for Exporting"
3. "Export Trade Documentation, Payments, Terms and Insurance"
4. "E-Trade"
5. International Negotiations and Commercial Contracts

Zielgruppe: 1. Instructors in vocational schools (Vocational schools for intermediary human resources education in business)  
2. University level educated women, especially in remoter areas, who have the capacity to initiate/lead a business and have access to internet, but are unemployed due to lack of established businesses in their areas. These women will have the potential to gather small and micro businesses into budding export clusters.  
3. Voluntary group of people with capacity (e.g., university graduate and have basic level English) but unemployed or on part time jobs.  
4. The staff in SMEs that would like to export but are not equipped with necessary knowledge on export.  
5. People who have been educated to university level (non-commercial studies) working in businesses who could be retrained as exporters.  
6. Personnel working in Chambers of Commerce and Industries,  
7. Personnel working in the SME development organizations, and business support organizations  
8. Professional women on maternity leave who could work out of home-offices,  
9. University students who would like to have another (marketable) skill,  
10. Professionals working in another field but have an interest on foreign trade,  
11. Expatriate/guest workers (Gastarbeiter) from partner countries working especially in the EU 15 who could act as intermediaries for companies from their original countries.

Resultat: Besides the e-learning platform, CD-ROMs provide a useful reference material for the target group on the field of export.

Anwendungsbereich: Trainings on export and trainings of export trainers.

Homepage: [www.text-e.info](http://www.text-e.info)

Produktsprachen: Deutsch  
Englisch  
Bulgarisch  
Türkisch

## Produkt 'Text-e Local Training Presentations'

Titel: Text-e Local Training Presentations

Produkttyp: Lehrmaterial

Marketing Text: Local trainings have been organized within the framework of Text-e Project. The trainers who give local lectures use comprehensive presentations during the courses.

Beschreibung: The teaching materials which are used in the local trainings are in the format of power point presentations which provide an effective approach to both trainers work and classroom instructions. Power point presentations are produced on the following topics on the field of export training:

1. Internationalisation, Export Start-Up, Business Plan Preparation, and Export Management.
2. "Market Research for Exporting"
3. "Export Trade Documentation, Payments, Terms and Insurance"
4. "E-Trade"

Zielgruppe: 1. Instructors in vocational schools (Vocational schools for intermediary human resources education in business)  
2. University level educated women, especially in remoter areas, who have the capacity to initiate/lead a business and have access to internet, but are unemployed due to lack of established businesses in their areas. These women will have the potential to gather small and micro businesses into budding export clusters.  
3. Voluntary group of people with capacity (e.g., university graduate and have basic level English) but unemployed or on part time jobs.  
4. The staff in SMEs that would like to export but are not equipped with necessary knowledge on export.  
5. People who have been educated to university level (non-commercial studies) working in businesses who could be retrained as exporters.  
6. Personnel working in Chambers of Commerce and Industries,  
7. Personnel working in the SME development organizations, and business support organizations  
8. Professional women on maternity leave who could work out of home-offices,  
9. University students who would like to have another (marketable) skill,  
10. Professionals working in another field but have an interest on foreign trade.

Resultat: The Local Training Presentations presented almost 250 trainees during local courses.

Anwendungsbereich: Export training and training of export trainers.

Homepage:

Produktsprachen: Türkisch

## Produkt 'Export Training Need Analysis'

Titel: Export Training Need Analysis

Produkttyp: Verfahren zur Analyse und Prognose des Berufsbildungsbedarfes

Marketing Text: One of the substantial working packages of the project is about conducting a need assessment study for export training. The determination of the training needs in the field of foreign trade of SMEs both in Turkey and Bulgaria is in the essence of the project to provide more effective and efficient training packages.

Beschreibung: A research has been accomplished in order to figure out the training needs on export topics in both Turkey and Bulgaria. It was a desk top study supported by a field survey. Over 1500 inquiries distributed to the SME's in both countries. By processing these figures on an excel spreadsheet, the training needs of the SMEs located in both Turkey and Bulgaria have been developed.

Zielgruppe: SME's

Resultat: The export training topics have been determined upon the findings in the needs analysis study.

Anwendungsbereich: The findings in the report have been used to determine the training topics.

Homepage: [www.text-e.info](http://www.text-e.info)

Produktsprachen: Englisch

## Veranstaltungen

### Konya Export Training Programme

Datum 26.10.2009

Beschreibung The beneficiary in cooperation with the partners have organised training sessions. They were free of charge local trainings to the target groups in Turkey. One of them was held in Konya.

Zielgruppe

1. Instructors in vocational schools
2. University level educated people
3. Voluntary group of people with capacity
4. The staff in SMEs that would like to export and increase the level of their knowledge
6. Personnel working in Chambers of Commerce and Industries,
7. Personnel working in the SME development organizations, and business support organizations
8. University students who would like to have another (marketable) skill,
9. Professionals working in another field but have an interest on foreign trade.

Öffentlich Geschlossene Veranstaltung

Kontaktinformation ipek incesulu  
ipek@incesulu.com

Zeitpunkt und Ort 26-27-28 October 2009  
Konya Chamber of Commerce  
KONYA

### Denizli Export Training Programme

Datum 20.10.2009

Beschreibung The beneficiary in cooperation with the partners have organised training sessions. They were free of charge local trainings to the target groups in Turkey. One of them was held in Denizli.

Zielgruppe

1. Instructors in vocational schools
2. University level educated people
3. Voluntary group of people with capacity
4. The staff in SMEs that would like to export and increase the level of their knowledge
6. Personnel working in Chambers of Commerce and Industries,
7. Personnel working in the SME development organizations, and business support organizations
8. University students who would like to have another (marketable) skill,
9. Professionals working in another field but have an interest on foreign trade.

Öffentlich Geschlossene Veranstaltung

Kontaktinformation ipek incesulu  
ipek@incesulu.com

Zeitpunkt und Ort 20-21-22 October 2009  
Denizli Chamber of Commerce  
DENIZLI

## Veranstaltungen

### Trabzon Export Training Programme

Datum 14.10.2009

Beschreibung The beneficiary in cooperation with the partners have organised training sessions. They were free of charge local trainings to the target groups in Turkey. One of them was held in Trabzon.

Zielgruppe

1. Instructors in vocational schools
2. University level educated people
3. Voluntary group of people with capacity
4. The staff in SMEs that would like to export and increase the level of their knowledge
6. Personnel working in Chambers of Commerce and Industries,
7. Personnel working in the SME development organizations, and business support organizations
8. University students who would like to have another (marketable) skill,
10. Professionals working in another field but have an interest on foreign trade.

Öffentlich Geschlossene Veranstaltung

Kontaktinformation pek NCESULU  
ipek@incesulu.com

Zeitpunkt und Ort 14th-15th-16th-17th of October,  
Trabzon Chamber of Commerce and Industry,  
TRABZON

### Ankara Training Programme on E-Trade

Datum 24.06.2009

Beschreibung The beneficiary in cooperation with the partners have organised training sessions. They were free of charge local trainings to the target groups in Turkey. One of them was held in Ankara on "E-Trade".

Zielgruppe

1. Instructors in vocational schools
2. University level educated people
3. Voluntary group of people with capacity
4. The staff in SMEs that would like to export and increase the level of their knowledge
6. Personnel working in Chambers of Commerce and Industries,
7. Personnel working in the SME development organizations, and business support organizations
8. University students who would like to have another (marketable) skill,
9. Professionals working in another field but have an interest on foreign trade.

Öffentlich Geschlossene Veranstaltung

Kontaktinformation ipek incesulu  
ipek@incesulu.com

Zeitpunkt und Ort 24 June 2009  
Ankara Chamber of Commerce

## Veranstaltungen

### Ankara Training on Export Trade Documentation, Payments, Terms and Insurance

Datum 20.05.2009

Beschreibung The beneficiary in cooperation with the partners have organised training sessions. They were free of charge local trainings to the target groups in Turkey. One of them was held in Ankara on "Export Trade Documentation, Payments, Terms and Insurance".

Zielgruppe

1. Instructors in vocational schools
2. University level educated people
3. Voluntary group of people with capacity
4. The staff in SMEs that would like to export and increase the level of their knowledge
6. Personnel working in Chambers of Commerce and Industries,
7. Personnel working in the SME development organizations, and business support organizations
8. University students who would like to have another (marketable) skill,
9. Professionals working in another field but have an interest on foreign trade.

Öffentlich Geschlossene Veranstaltung

Kontaktinformation ipek incesulu  
ipek@incesulu.com

Zeitpunkt und Ort 20-21-22 May 2009  
OSTIM Egitim Merkezi  
ANKARA

## Project Tags

The project belongs to the following group(s):

Best Projects (<http://www.adam-europe.eu/adam/thematicgroup/MMVII>)

Best of ADAM (<http://www.adam-europe.eu/adam/thematicgroup/ADAM>)