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Training of Export Trainers via e Learning, An Innovative Approach

LLP-LdV-TOI-2007-TR-026

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

Project Information

Title:	Training of Export Trainers via e Learning, An Innovative Approach
Project Number:	LLP-LdV-TOI-2007-TR-026
Year:	2007
Project Type:	Transfer of Innovation
Status:	completed
Country:	TR-Turkey
Marketing Text:	The project will promote the globalization by increasing the export capacities of the SMEs as well as the knowledge and qualifications of the employees. Although the project is designed as a distance learning project by e-learning methodology, over 200 people from the target group have been trained conventionally in various regions in both Turkey and Bulgaria within the time period of the Project. Anyone can reach to the e-learning platform, which is free to use, via the web site of the project. Any interested person shall be login by receiving a password and get free export training courses.
Summary:	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 prospective, 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.
Description:	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.
Themes:	*** Labor market *** Lifelong learning *** Open and distance learning ** Enterprise, SME * Equal opportunities
Sectors:	*** Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles *** Professional, Scientific and Technical Activities
Product Types:	material for open learning CD-ROM website teaching material open and distance learning modules

Project Information

Product information:	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.
Projecthomepage:	www.text-e.info

Project Contractor

Name:	MAKRO Management Development Consulting Ltd. Co.
City:	ANKARA
Country/Region:	Ankara
Country:	TR-Turkey
Organization Type:	SME - small and medium-sized enterprise (up to 250 employees)
Homepage:	http://www.makroconsult.com.tr

Contact Person

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Coordinator

Name:	MAKRO Management Development Consulting Ltd. Co.
City:	ANKARA
Country/Region:	Ankara
Country:	TR-Turkey
Organization Type:	SME - small and medium-sized enterprise (up to 250 employees)
Homepage:	http://www.makroconsult.com.tr

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Partner

Partner 1

Name: Windrush Training Ltd.
City: SWINDON
Country/Region: London
Country: UK-United Kingdom
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage:

Partner 2

Name: Mid Yorkshire Chamber of Commerce and Industry – Branch Bulgaria (MYCCI Bulgaria)
City: Ruse
Country/Region: Severen tsentralen
Country: BG-Bulgaria
Organization Type: chamber
Homepage: http://www.myccibg.com

Partner 3

Name: Turkish Foundation for Small and Medium Business (TOSYÖV)
City: Ankara
Country/Region: Ankara
Country: TR-Turkey
Organization Type: employers' organisation
Homepage: http://www.tosyov.org.tr

Partner 4

Name: ESTA-Bildungswerk GmbH
City: Duisburg
Country/Region: Düsseldorf
Country: DE-Germany
Organization Type: continuing training institution
Homepage: http://www.esta-bw.de

Partner

Partner 5

Name:	ESTA Consulting Education and Training Services Co. Ltd.
City:	Ankara
Country/Region:	Ankara
Country:	TR-Turkey
Organization Type:	continuing training institution
Homepage:	http://www.esta-turkey.com

Project Files

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

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

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

Ihracat_Is_Plani.pdf

http://www.adam-europe.eu/prj/4681/prj/Ihracat_Is_Plani.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

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

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

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

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

Products

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

Product 'Text-e E-learning Platform'

Title: Text-e E-learning Platform

Product Type: open and distance learning

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.

Description: Access is provided on the project web page www.text-e.info. Any interested trainee can use this platform free of charge by having a password.

Target group:
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.

Result: 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.

Area of application: Export trainings and export trainers training.

Homepage: www.text-e.info

Product Languages: Turkish
English
Bulgarian
German

Product 'Text-e Training Materials on Export training'

Title: Text-e Training Materials on Export training

Product Type: 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.

Description: 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

Target group: 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.

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

Area of application: Trainings on export and trainings of export trainers.

Homepage: www.text-e.info

Product Languages: German
English
Bulgarian
Turkish

Product 'Text-e Local Training Presentations'

Title: Text-e Local Training Presentations

Product Type: teaching material

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.

Description: 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"

Target group: 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.

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

Area of application: Export training and training of export trainers.

Homepage:

Product Languages: Turkish

Product 'Export Training Need Analysis'

Title:	Export Training Need Analysis
Product Type:	procedure for the analysis and prognosis of the vocational training requirement
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.
Description:	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.
Target group:	SME's
Result:	The export training topics have been determined upon the findings in the needs analysis study.
Area of application:	The findings in the report have been used to determine the training topics.
Homepage:	www.text-e.info
Product Languages:	English

Events

Konya Export Training Programme

Date	26.10.2009
Description	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.
Target audience	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.
Public	Closed event
Contact Information	ipek incesulu ipek@incesulu.com
Time and place	26-27-28 October 2009 Konya Chamber of Commerce KONYA

Denizli Export Training Programme

Date	20.10.2009
Description	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.
Target audience	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.
Public	Closed event
Contact Information	ipek incesulu ipek@incesulu.com
Time and place	20-21-22 October 2009 Denizli Chamber of Commerce DENIZLI

Events

Trabzon Export Training Programme

Date	14.10.2009
Description	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.
Target audience	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.
Public	Closed event
Contact Information	pek NCESULU ipek@incesulu.com
Time and place	14th-15th-16th-17th of October, Trabzon Chamber of Commerce and Industry, TRABZON

Ankara Training Programme on E-Trade

Date	24.06.2009
Description	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".
Target audience	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.
Public	Closed event
Contact Information	ipek incesulu ipek@incesulu.com
Time and place	24 June 2009 Ankara Chamber of Commerce

Events

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

Date	20.05.2009
Description	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".
Target audience	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.
Public	Closed event
Contact Information	ipek incesulu ipek@incesulu.com
Time and place	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)