

**PRESS RELEASE**  
**Week of Europe**

**The European project INMA INnovation Management Agent,  
Precursor of a new business in SMEs**



**Discover the project and its actors in our region**

**INMA Workshop - Wednesday, May 9, 2012**

**By BlackSwan, project partner on the management training component**

Composed of European experts in training, innovation and management, the INMA project aims to create a professional profile, unique in Europe: "Innovation Manager", which will occur within SMEs to concretely support innovation in Europe.

In 2010, The Business Innovation Center / BlackSwan has partnered with three major training organizations to develop a European training program that aims to improve the competitiveness of French and European companies by creation of new professional competence.

This project is the result of an observation: a large gap between business needs in terms of innovation and competitiveness, and lack of employability of women graduates in particular in the ICT field. This is why it relies on two pillars of lifelong learning and professional networks of women.

**INMA gives a dual purpose:**  
**Boost the competitiveness of European companies**  
**Improve the employability of women graduates**

**Innovation Manager is a facilitator, accelerator and stirring of ideas and innovation**

In order to improve their employability, women will perform during their training missions in companies through internships. The goal is to practice in most operational conditions possible their future profession and improve the profile with the return of pilot enterprises.

**A project now in its experimental phase**

After developing the tool of e-Learning and training content, the consortium seeks INMA trainers and companies to test them, and sets up a parallel social network that will collect the questions and case studies from experts and trainees . The beginning is planned for the month of June 2012.

*Founded with the support of the European Commission under the Leonardo Lifelong Learning, the INMA project consortium consists of four European players: Documenta Spain, Greece Dimitra, The West Pomeranian Business School in Poland, and BlackSwan in France.*

**Press contact :**

**Pour plus d'informations :** [INMA](#) – [Social Network INMA](#) – [e-learning tool INMA](#)