Projects and Products Portal for Leonardo da Vinci

Innovative Training on the Internationalization of the SMEs

518685-LLP-1-2011-1-GR-LEONARDO-LMP

http://www.adam-europe.eu/adam/project/view.htm?prj=8366

Project Information

Title:	Innovative Training on the Internationalization of the SMEs
Project Number:	518685-LLP-1-2011-1-GR-LEONARDO-LMP
Year:	2011
Project Type:	Development of Innovation
Status:	completed
Country:	EU-Centralised Projects
Marketing Text:	INT-SME will provide input to companies on how to internationalise their activities not with traditional modules but with creative Case Studies, lists of Dos and Don'ts/Lessons Learnt and "soft landing experiences" that promote the inspiration and creativity of entrepreneurs.

Summary:

Our consortium decided to develop the INT-SME project, an online e-learning platform in which the training will be provided to SMEs through real and/or fictitious Case Studies (CS) narrations instead of traditional modules so as to provide them with ‘informal learning experiences’ and enhance their respective skills and competencies through an innovative manner. The CS will aim to show how SMEs have dealt / can deal successfully with issues arising at the different stages of the internationalisation process and each CS shall end with learning points (Dos & Don’ts, Lessons Learnt, etc.). Simple and short training modules shall complement the CS where necessary, e.g. in cases where a specific theory needs to be further described or where a specific notion has to be explained. These CSs will be grouped under each of the four key areas identified as important to be affecting exporting prospects, so as to facilitate their searching process by the SMEs. Additionally, a forum shall be developed that will complement the CS narrations through personal stories of the participants and improve the visibility and sustainability of the project. Another novelty of the project is the “soft landing experience” offered to some SMEs that undertake the training. The soft landing will provide SMEs the opportunity to visit a BIC of another country for 3 days. During their stay they will be provided with a fully equipped office free of charge and also personal guidance and assistance about entering the local / national market or even other international leading regions.

Description:

The project aims primarily at the European innovation / research driven SMEs, and particularly SMEs who are tenants at BICs. Therefore, the main objectives of ITN-SME are:
- To raise awareness among the target groups (direct: innovation driven SMEs; BIC tenants that are usually SMEs in terms of size and financial status; other SMEs who operate in traditional sectors and are nevertheless interested in identifying novel ways in pursuing an international market for their products. Indirect: BIC managers who will use the training) of the need to internationalize and the opportunities it offers;

- To identify the main barriers, needs and skills required for the target groups to explore internationalization, as the increase of the number of internationalized SMEs must start by understanding, which are the main problems faced by SMEs when given the possibility to start operating in a foreign market.

- To help SMEs to overcome those barriers through a set of skills and tools to engage into international activities, as the training which would be offered to the target groups covers not only the development of the internationalization strategy, but also focuses on "soft skills" development which are needed to build the capacity within the SMEs.

- To provide a comprehensive training to the direct target groups to enable them to internationalize their businesses. The training toolkit developed by the project will offer a full set of case studies, tips on how to develop a smart international strategy plus a soft landing service.

- To develop suitable methods and techniques of trainings that fit target groups needs and requests

Project Information

- To strengthen the inside capacities of SMEs through an effective training. Access to this training will increase their competitive position and growth potential.

Objectives after completion of project:
• To provide the training programme to European BICs managers to utilise when providing counselling to their tenants.
• To foster the regional development and competitiveness and strengthen the regional identity through successful BICs (We strongly believe that skills and knowledge of the BICs managers have direct impact on the performance of the tenants of the incubators).
• To support entrepreneurial spirit and development of start-ups, generating employment opportunities in EU regions.
• To improve the internationalisation perspectives and results of all involved regions in the project.
• To inform local stakeholders in regions outside the consortium about the benefits of the project
• To explore the possibility to utilise the project results as commercially viable products.
To inform the local and regional decision and policy makers on the benefits of SMEs internationalisation so as to introduce appropriate and relevant measures.

Themes: ** Intercultural learning
** Vocational guidance
* Quality
* Others
* Higher education
* Open and distance learning
* Enterprise, SME

Sectors: ** Professional, Scientific and Technical Activities
** Other Service Activities
* Education

Product Types: procedure for the analysis and prognosis of the vocational training requirement
teaching material
modules
open and distance learning
others
website

Product information: The INT-SME project introduces novel training methods (Case Studies/Dos & Donts/Lessons Learnt instead of traditional modules) as well as the "soft-landing" experience, an innovative concept in the provision of experience to enterprises in introducing themselves to foreign markets. INT-SME is tailored to the needs of working people with limited time and promotes more learning-conducive working environments, as a basis for the development of vocational skills important to the labour market needs.

Projecthomepage: www.int-sme.eu

Project Contractor

Name:	ATLANTIS SYMBOYLEYTIKH S.A.
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Country/Region:	Kentriki Makedonia
Country:	EL-Greece
Organization Type:	SME - small and medium-sized enterprise (up to 250 employees)
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Coordinator

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Partner

Partner 1

Name:	Marijampoles profesinio rengimo centras
City:	Marijampole
Country/Region:	Lietuva
Country:	LT-Lithuania
Organization Type:	public institution
Homepage:	http://www.mprc.lt

Partner 2

Name:	Instituto Andaluz de Tecnología
City:	Seville
Country/Region:	Andalucia
Country:	ES-Spain
Organization Type:	others
Homepage:	http://www.iat.es

Partner 3

Name:	European Business & Innovation Centre Network
City:	Brussels
Country/Region:	Bruxelles Cap, Brussel Hof
Country:	BE-Belgium
Organization Type:	others
Homepage:	http://www.ebn.eu

Project Files

INTSME_brochure.pdf

http://www.adam-europe.eu/prj/8366/prj/INTSME_brochure.pdf

Project brochure

National Report-Spain IAT.pdf

http://www.adam-europe.eu/prj/8366/prj/National%20Report-Spain%20IAT.pdf

National TNA report_MPRC_LT.pdf

http://www.adam-europe.eu/prj/8366/prj/National%20TNA%20report_MPRC_LT.pdf

National TNA report_Netherlands_Zernike Group_final.pdf

http://www.adam-europe.eu/prj/8366/prj/National%20TNA%20report_Netherlands_Zernike%20Group_final.pdf

Public report INT-SME project 2011_3466_FR_INT-SME.pdf

http://www.adam-europe.eu/prj/8366/prj/Public%20report%20INT-SME%20project%202011_3466_FR_INT-SME.pdf

TNA_Synthesis_final.pdf

http://www.adam-europe.eu/prj/8366/prj/TNA_Synthesis_final.pdf

TNA Synthesis report

Products

1 TNA Synthesis report

2 National TNA report (the Netherlands)

3 National TNA report (Greece)

4 National TNA report (Spain)

5 National TNA report (the Lithuania)

6 Guidelines for training development

7 Dissemination Plan

8 Guide on trainings for SMEs

9 Training modules

10 E-learning platform

11 Website

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Product 'TNA Synthesis report'

Title:	TNA Synthesis report
Product Type:	procedure for the analysis and prognosis of the vocational training requirement
Marketing Text:	
Description:	The purpose of this report is to undertake an in-depth analysis on SME's needs and barriers when it comes to internationalization training issues across four EU countries. The literature review that follows offers a clear view of the current state of internationalization of the SMEs in Greece, the Netherlands, Spain and Lithuania.
Target group:	Direct target groups: innovation / research driven SMEs, particularly SMEs who are tenants at BICs start-up companies who are usually more prone and risk taking. Indirect target groups: European BICs managers Universities / Higher Education Institutes practitioners in the field of innovation support across the EU.
Result:	Report
Area of application:	SMEs Training Needs Analysis
Homepage:	
Product Languages:	English

Product 'National TNA report (the Netherlands)'

Title:	National TNA report (the Netherlands)
Product Type:	procedure for the analysis and prognosis of the vocational training requirement
Marketing Text:	
Description:	Gathering sufficient information regarding the characteristics of the target groups in partner countries and on EU level that are engaged or willing to be engaged in the international activities, the available level of knowledge on the subject amongst the target groups per segment (to ensure matching), the existing needs and barriers to internationalization in EU regions and the mechanisms / tools to be used for reaching the target groups.
Target group:	Direct target groups: innovation / research driven SMEs, particularly SMEs who are tenants at BICs start-up companies who are usually more prone and risk taking. Indirect target groups: European BICs managers Universities / Higher Education Institutes practitioners in the field of innovation support across the EU.
Result:	Report
Area of application:	SMEs Training Needs Analysis
Homepage:	
Product Languages:	English

Product 'National TNA report (Greece)'

Title:	National TNA report (Greece)
Product Type:	procedure for the analysis and prognosis of the vocational training requirement
Marketing Text:	
Description:	Gathering sufficient information regarding the characteristics of the target groups in partner countries that are engaged or willing to be engaged in the international activities, the available level of knowledge on the subject amongst the target groups per segment (to ensure matching), the existing needs and barriers to internationalization in EU regions and the mechanisms / tools to be used for reaching the target groups.
Target group:	Direct target groups: innovation / research driven SMEs, particularly SMEs who are tenants at BICs start-up companies who are usually more prone and risk taking. Indirect target groups: European BICs managers Universities / Higher Education Institutes practitioners in the field of innovation support across the EU.
Result:	Report
Area of application:	SMEs Training Needs Analysis
Homepage:	
Product Languages:	English

Product 'National TNA report (Spain)'

Title:	National TNA report (Spain)
Product Type:	procedure for the analysis and prognosis of the vocational training requirement
Marketing Text:	
Description:	Gathering sufficient information regarding the characteristics of the target groups in partner countries that are engaged or willing to be engaged in the international activities, the available level of knowledge on the subject amongst the target groups per segment (to ensure matching), the existing needs and barriers to internationalization in EU regions and the mechanisms / tools to be used for reaching the target groups.
Target group:	Direct target groups: innovation / research driven SMEs, particularly SMEs who are tenants at BICs start-up companies who are usually more prone and risk taking. Indirect target groups: European BICs managers Universities / Higher Education Institutes practitioners in the field of innovation support across the EU.
Result:	Report
Area of application:	SMEs Training Needs Analysis
Homepage:	
Product Languages:	English

Product 'National TNA report (the Lithuania)'

Title:	National TNA report (the Lithuania)
Product Type:	procedure for the analysis and prognosis of the vocational training requirement
Marketing Text:	
Description:	Gathering sufficient information regarding the characteristics of the target groups in partner countries that are engaged or willing to be engaged in the international activities, the available level of knowledge on the subject amongst the target groups per segment (to ensure matching), the existing needs and barriers to internationalization in EU regions and the mechanisms / tools to be used for reaching the target groups.
Target group:	Direct target groups: innovation / research driven SMEs, particularly SMEs who are tenants at BICs start-up companies who are usually more prone and risk taking. Indirect target groups: European BICs managers Universities / Higher Education Institutes practitioners in the field of innovation support across the EU.
Result:	Report
Area of application:	SMEs Training Needs Analysis
Homepage:	
Product Languages:	English

Product 'Guidelines for training development'

Title:	Guidelines for training development
Product Type:	modules
Marketing Text:	
Description:	The guidelines aim at providing the partners with both practical instructions on how to design training modules and templates for producing homogeneous training material. In order to guarantee the homogeneous production of the training material, partners are kindly asked to use the templates according to instructions provided in the guidelines.
Target group:	
Result:	training modules and templates
Area of application:	
Homepage:	
Product Languages:	English

Product 'Dissemination Plan'

Title:	Dissemination Plan
Product Type:	others
Marketing Text:	
Description:	This deliverable consists in a plan for a proper dissemination of the INT-SME project, its objectives, activities and results. As an initial plan of what should be done by all partners of the consortium during the lifespan of the project, it has to be stressed that it might be readjusted whenever appropriate in order to reach the best results in what dissemination is concerned.
Target group:	innovation / research driven SMEs, particularly SMEs who are tenants at BICs start-up companies who are usually more prone and risk taking. European BICs managers Universities / Higher Education Institutes practitioners in the field of innovation support across the EU.
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'Guide on trainings for SMEs'

Title:	Guide on trainings for SMEs
Product Type:	others
Marketing Text:	
Description:	The aim of this project is facilitate learning/teaching internationalization strategies for SMEs, as well as sharing good practices and knowledge from other EU countries where similar trainings are available. The methodology will be based on the easiest and user-friendly way, so that the training course can be completed in various environments, such as on-the-job, in a classroom or on-line, or as combination of all.
Target group:	
Result:	
Area of application:	Training Framework
Homepage:	
Product Languages:	English

Product 'Training modules'

Title:	Training modules
Product Type:	modules
Marketing Text:	
Description:	The training material will address all potential trainees: from those not familiar to the notion of internationalization up to those needing information for specific issues related to entire processes. The chapters to be developed are: 1. Intro: raising awareness and provision of information about the benefits and requirements of internationalization 2. Background: Analysis of a company's ability for internationalization by providing tools for investigating its background and market perspectives 3. Planning: Provision of tips on developing a plan for internationalizing firms activities 4. Implementation: Tailor-made support will be provided about competences, advisory support, networking or financing services required during implementation of international activities 5. Reviewing: ways to monitor and evaluate progress towards internationalization and identify timely areas that need further improvement
Target group:	SMEs
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'E-learning platform'

Title:	E-learning platform
Product Type:	website
Marketing Text:	
Description:	• an online tool to support the class-based training programme. • a user-friendly tool which enables participants of the training programme to access training material, case studies, best practices, articles. etc. • a virtual environment to interact with trainers and with other participants, creating a conducive
Target group:	SMEs
Result:	
Area of application:	
Homepage:	http://www.int-sme.eu/
Product Languages:	English Dutch Lithuanian Greek Spanish

Product 'Website'

Title:	Website
Product Type:	
Marketing Text:	
Description:	Project website will be available in different languages to create awareness among the target groups and disseminate the project results. The website will include a description of the project, description of main results, contact details of all partners, relevant information about internationalization, etc. Besides the basic project information, the website will contain links to the relevant sites of the European Commission, embed the web applications and will be available in English to reach as broad an audience as possible.
Target group:	
Result:	
Area of application:	
Homepage:	www.int-sme.eu
Product Languages:	English Dutch Spanish Greek Lithuanian

Product 'Public report'

Title:	Public report
Product Type:	others
Marketing Text:	please see attachement under files
Description:	
Target group:	SME
Result:	report
Area of application:	
Homepage:	
Product Languages:	English

Product 'Final Report'

Title:	Final Report
Product Type:	
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	

product files

2011_3466_FR_INT-SME_pub.pdf
http://www.adam-europe.eu/prj/8366/prd/13/1/2011_3466_FR_INT-SME_pub.pdf

Events

Final partners meeting

Date	25.09.2013
Description	Final Partners' Meeting of our project "Innovative Training on the Internationalisation of the SMEs (INT-SME
Target audience	all partners
Public	Closed event
Contact Information	d.alioui@zernikegroup.com
Time and place	the 25th and 26th 2013 in Vilnius, Lithuania

The 22nd Annual EBN Congress in Derry~Londonderry

Date	02.06.2013
Description	Annual EBN Congress INT-SME project: pilot testing session
Target audience	project partnrs
Public	Event is open to the public
Contact Information	Driss Alioui d.alioui@zernikegroup.com
Time and place	29May-01June 2013

Third Partners' Meeting

Date	21.02.2013
Description	Third Partners' Meeting of our project "Innovative Training on the Internationalisation of the SMEs (INT-SME
Target audience	Äll partners
Public	Closed event
Contact Information	Driss Alioui, d.alioui@zerikegroup.com
Time and place	21st – 22nd of February, 2013 in Thessaloniki, Greece