

Export-Expert

2011-1-HR1-LEO05-00827

<http://www.adam-europe.eu/adam/project/view.htm?prj=9023>

Information sur le projet

Titre: Export-Expert

Code Projet: 2011-1-HR1-LEO05-00827

Année: 2011

Type de Projet: Projets de transfert d'innovation

Statut: Accordé

Pays: HR-Croatie

Accroche marketing: Le projet vise à contribuer à une augmentation de la compétitivité des PME sur la scène internationale grâce à l'utilisation des technologies innovantes telles que l'e-learning pour former le personnel des PME dans le commerce étranger avec une étude prospective européenne.

Résumé: Along with globalization the markets are becoming more competitive especially in international trade where SMEs are forced to improve their capacity in order to be survive in the long run in a dynamic environment. International trade support services provided by intermediary business support organizations need to adapt their current range of services to take account of these demands, by training SMEs to fulfill aspects of international trade independently and confidently. 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 include; i) increasing capacities of SMEs staff to an average level compatible with the established enterprises from EU 15 with regards to the foreign trade capabilities, ii) development in emerging Central and Eastern European economies necessitate international trade in order to generate capacity in the region, spawning the need to minimize identified training gaps in exportation across partner countries. Similarly, the gap between regions in individual partner countries shall be addressed, iii) generate dialogue among the trainers from partner countries, and iv) transfer best practices and expertise between the below partners.

The consortium has mobilized the necessary and required sets of skills to perform its intended project and to meet the aims of the project, namely to propose a comprehensive and integrated approach to train the managers to achieve know how as export managers within touristic SMEs on the basis of an interactive learning and simulation framework through the creation of training documents. For that reason, the consortium consists of SMEs, private companies and two public bodies, assuring a multi-actor and transnational partnership and a high quality implementation of the activities.

The tangible outcomes of the project are a multi language e-learning modules and other training materials to be published on project web site enriched with the latest solution in terms of interactive learning solutions (simulation tools, interactive games, online tests for assessments), CD-ROMs, promotional materials for meetings, reports on analyses to be carried out prior to the launching of the testing phase of the project, visibility materials connected to the activities of the project. All the existing material and the new one adapted and created will be provided in the all national language of the partner fostering this way the wider dissemination of the products realized. The intangible outcomes are the training of export trainers, the improved capacity in exports. Multiplier brought about by dissemination of this innovative training methodology to the potential users.

Description: In two years of implementing project, activities and results will be as follows:

WP1 Project Management

- 4 Partner's meetings

- daily management and coordination of project

- Result: Management, monitoring and evaluation system in the technical, administrative and financial field

WP2 Methodological framework - the aim is to establish a methodological framework based on analysis of the results intended to be transferred and the design of the new

Information sur le projet

tools that can be developed in order to perform the corresponding framework

- Result: Partner's handbook and Methodological Framework

WP3-Analysis of need

- Identification of information needed as well as knowledge and training needs of managers of SMEs regarding the export. The main skills needed for this type of role will be analysed, in order to reach an optimal management of relationships as well as the main deficiencies existing in this field and training needs.

"Training Needs Analysis"

Results: Needs Analysis Report

WP4 and WP5 Development of training and support content - To adapt the already existing material from previous project and to explore different materials and contents from the partners regarding the export management. Also to explore different support materials and contents regarding export management

Results: MAp of existing materials and new content, Map of support materials

WP6 Translation

Result: Translation of materials, first of all - on line glossary

WP7 Development and maintenance of the e-learning platform

- E-learning system will be created, which will consist of: The knowledge base, a self diagnostic tool, training area, support tools, an interactive area

Results: Project website, Beta version and later final version of the e-learning system

WP8 Assessment/validation

- assessment, testing and validation of the entire project e-learning system

Result: A high quality tuned e-learning system

WP9 Pilot test

- The aim is to test and evaluate the materials adapted

Result: Pilot test evaluation report

WP10 Dissemination and Valorisation and WP11 Exploitation

- awareness raising tools will be implemented

Results: Dissemination Plan, Press Articles, public presentations, project leaflets, CD-ROM

- Exploitation and valorisation plan will be elaborated, that gathers the materials and the self-learning system sustainability in the area of influence of each partner

Results: Exploitation plan

Thèmes: *** Utilisation et diffusion de résultats

*** Formation tout au long de la vie

*** Entreprise, TPE, PME

*** Formation continue

** TIC

** Formation ouverte et à distance

Sectors: *** Enseignement

** Activités de Services Administratifs et de Soutien

** Activités Spécialisées, Scientifiques Et Techniques

** Information et Communication

Types de Produit: Matériel pour l'enseignement

Procédure pour l'analyse et le pronostic des besoins de la formation professionnelle

Enseignement à distance

Matériel d'apprentissage

Programme/curriculum

Site Internet

Information sur le produit: The tangible outcomes of the project are a multi language e-learning modules and other training materials to be published on project web site enriched with the latest solution in terms of interactive learning solutions (simulation tools, interactive games, online tests for assessments), CD-ROMs, promotional materials for meetings, reports on analyses to be carried out prior to the launching of the testing phase of the project, visibility materials connected to the activities of the project. All the existing material and the new one adapted and created will be provided in the all national language of the partner fostering this way the wider dissemination of the products realized. The intangible outcomes are the training of export trainers, the improved capacity in exports. Multiplier brought about by dissemination of this

Information sur le projet

innovative training methodology to the potential users.

Page Web du projet: www.export-expert.eu

Contractant du projet

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Coordinateur

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Partenaire

Partner 1

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Partner 2

Nom: Eurocrea Merchant srl
Ville: Milano
Pays/Région: Lombardia
Pays: IT-Italie
Type d'organisation: Autres
Site Internet: <http://www.eurocreamerchant.it>

Partner 3

Nom: CHRISTOS ANTHIS & SIA O.E. – CRYSTAL CLEAR SOFT
Ville: Athens
Pays/Région: Thessalia
Pays: EL-Grèce
Type d'organisation: Autres
Site Internet: <http://www.crystalclearsoft.gr>

Partner 4

Nom: StichtinBusiness Development Friesland Foundationg Business Development Friesland
Ville: Leeuwarden
Pays/Région: Friesland
Pays: NL-Pays-Bas
Type d'organisation: Autres
Site Internet: <http://www.bdfriesland.nl>

Partenaire

Partner 5

Nom: Mid Yorkshire Chamber of Commerce and Industry – Branch Bulgaria
Ville: Ruse
Pays/Région: Severna Balgarija
Pays: BG-Bulgarie
Type d'organisation: Autres
Site Internet: <http://www.myc Cibg.com>

Produits

- 1 Final version of e-learning system
- 2 Project CD- ROM

Produit 'Final version of e-learning system'

Titre: Final version of e-learning system

Type de Produit: Enseignement à distance

Texte marketing: E-learning system, easy to use, friendly and accessible for recipients and users, including a self diagnostic tool (which guides users through proper materials), an interactive training area and support system. The knowledge base which allow the access to an information, knowledge and training source regarding the export management

Description: Contents developed in the framework of WP4 were used as the base for e-learning system. E-learning platform is very user friendly and easy access to the materials and contents about export management (learning modules, learning games, self assessment, solutions, support materials etc). The software used is Chamilo e-learning platform. Considering limited budget, it is open source, but very efficient, with more than 1 mil users in more than 25 countries, constantly developed by a team of around 20 developers worldwide, inherited most of the professional and experienced workforce, and translated into the 55 languages. It has outstanding features and performance - implemented in a way that allows teacher to choose between a series of pedagogical methodologies and tools and efficient course management. The developed e-learning system has also a self diagnostic tool that is guiding the user to proper material according the personal knowledge and specific company needs and support tools as forums, manuals, FAQs etc. CCS has also developed simulation game "Export genius" where user can be actively involved in the learning process increasing the quality and efficiency of education. The learning path is guiding the user through training and modules (Result No. 13), he/her can track his/hers the progress in details -time spent in the course, performance, progress, timeline. The result has been developed through several phases:

1. requirements presentation, approved by Consortium,
2. prototype tested by the partners considering possible bugs and user-friendliness and accessibility,
3. integration of information, knowledge and training materials and content into the system (results from WP4 and WP5) and creation of beta version validated by the users through pilot testing,
4. final version which incorporate all the improvements.

Cible: SMEs, training companies, trainers, associations of SMEs

Résultat: E-learning system

Domaine d'application: SMEs which are exporting or preparing to go to the international market

Adresse du site Internet: www.export-expert.eu

Langues de produit: anglais

Produit 'Project CD- ROM'

Titre: Project CD- ROM

Type de Produit: CD-ROM

Texte marketing: The project CD contain the training programme. To be more attractive and also user-friendly, it also contains the application, with options to learn through the PDF files, to test the knowledge and also to go to glossary of the most used words, acronym, expression worldwide used in export sector.

Description: The project CD contain the training programme. To be more attractive and also user-friendly, it also contains the application, with options to learn through the PDF files, to test the knowledge and also to go to glossary of the most used words, acronym, expression worldwide used in export sector.

Cible: SMEs, trainers, training companies, associations

Résultat: Project CD ROM

Domaine d'application: Training in export managment

Adresse du site Internet: www.export-expert.eu

Langues de produit: anglais

Événements

Project public presentations

Date 11.10.2013

Description Each partner presented the project at public events. Some of them were organized just for this reason (Rijeka 12.03.2013, Rijeka, Final conference 10.11.2013, Leeuwarden 25.03.2013, Amsterdam 28.06.2013., Trabzon 03.09.2013., Giresun 04.09.2013., Rome 12.06.2012., Sassari 19.06.2012., Messina 18.09.2012.), but most of them were during other activities of project partners as all partners are working a lot with most important target group identified in project - SMEs, they are participating in a number of networks and associations, so every partner promoted the project during all workshops, presentations. seminars, conferences etc. The main efforts were made to SMEs in growth&development phase, strongly interested in internationalization of their businesses. Public presentations was very important awareness-raising tool, addressed to target public which created interest in project results and has shown to the target group how to benefit from it. At the last quarter of the project period, when the beta version, and later the final version of e-learning platform was created, workshop had the main target to acquaint the potential users with platform and to learn them about most efficient way of using it. The response were very satisfactory - all participants declared to be very interested in this way of building their capacity because of its flexibility and because of its international character.

Cible SMEs, trainers, training companies, SMEs associations, other stakeholders

Public Événement public

Informations de contact

Date et lieu