



**Project title: Keys for Internationalization and Training of Enterprises**

**Project Acronym: K.I.T.E**

**TCA Id Code 4183**

**Progress Report**

Period covered: from 1<sup>st</sup> January 2007 to 30<sup>st</sup> June 2007

Date of preparation: August 2007

DP Number and Name: SK – 81 ATME

## **SUMMARY OF THE PROJECT PROGRESS OF THE FOURTH PERIOD**

### **0. Management**

*R: ATME*

- Meetings of the Steering Committee

During the Steering Committee Meeting which took place in Presov on the 30<sup>th</sup> September 2006 the general concept of next business event and the calendar was discussed and agreed upon. Then it was agreed that the time of the forth business event organized by WAMP (Support for adoption of adaptability of the SMEs ) was changed from the month of March to 31<sup>st</sup> May – 2<sup>nd</sup> June 2007.

- Transnational Secretariat

In the Period from January – June 2007 was responsible for the TS the partnership ATME.

### **1. Organisation of Business events for SME from partner regions**

*R: WAMP*

At the Steering Committee on the 30<sup>th</sup> September 2007 in Prešov was agreed that the Bussiness event in Wroclaw will be organised in the time from 31<sup>th</sup> May - 2<sup>th</sup> June for companies from the furniture, building and construction sector. There will be also the possibility to visit the International Furniture Fair in Poznań. The agreed topic for workshops was "Best practices on internalisation: success stories".

### **2. Support by the internationalisation of SME's through exchange of good practices and information**

*R: ATME*

- Study visits

### **3. Transnational website & Communication Platform**

*R: TRANSITO with technical support of WAMP*

### **4 . Exchange of methodology and test quality standards for consultancy services concerning internationalization**

*R: FORUM OST*

### **5. Exchange of good practices on vocational training as well as consultancy and other services**

*R: PROGRESA*

### **6. Internationalisation of curriculum and practical work experience through work placements in SMEs**

*R: FORUM OST*

## **a) Progress towards objectives – tasks worked on and achievements made with reference to planned objectives**

### **1. Organisation of Business Events for SMEs from partner regions**

During the fourth reporting period there was organised the fourth Business Event in Poland (Wrocław), between 31<sup>st</sup> May - 2<sup>nd</sup> June, 2007.

This Business Event was mainly addressed to companies from furniture, building and construction sector. It was organized mostly for manufacturers, distribution or marketing companies but also for the KITE Partners. Programme of this meeting included:

#### **31<sup>st</sup> May, 2007**

##### **The official part**

- Welcome of the guests and presentation of WAMP Partnership - the host of this business meeting (dr Leszek Karwowski – Chairman of the Lower Silesian Employer Association, Artur Sawrycz – Vice President of the Lower Silesian Regional Development Agency)
- Presentation of the region – Municipality of Wrocław (Sławomir Najnigier- President of the Association for Promotion of Lower Silesia)
- Presentation of possibilities of investment in the Lower Silesia (starting business activity by foreigners in Wrocław) – legal aspects, taxes, cultural conditions ( President of Agglomeration Development Agency – Paweł Panczyj)
- Presentation of instruments and institutions which support foreign companies looking for business co-operation in Poland- “How to find a Partner in Poland?” ( Barbara Słociak - The Marshall Office of the Lower Silesia Voivodship)
- Presentation of the construction and furniture branch in Poland and Lower Silesia: “Furniture Industry in Poland and Lower Silesia”(dr Beata Fabisiak – Agricultural University of Poznań)
- Presentation of companies of construction branch: WROBIS S.A.– Polish market, facilities, difficulties, state's help and investment incentives – on the example of Lower Silesian company (mgr inż. Mirosław Kadłubowski)

##### **Business to Business meetings (B2B)**

In B2B meetings there were fourty-four companies, among them:

- twenty - one companies from foreign countries (Germany, Italy, Spain, Slovak Republic);
- twenty - three companies from Poland
- Each meeting lasted 30 minutes. In KITE Partners opinion B2B talks were:
- quite successful but a little bit disappointing because of Polish companies who did not come as it had been established (PROGRESA);
- doing well and quite successful, good business contacts but a little disappointing because of the sector of construction – no partners to talk (FORUM.OST);
- not very rewarding, some of companies had only one multinational B2B talk; lack of B2B talks with the companies from other countries - Slovakia, Germany, Spain (TRANSITO);
- rewarding; good business contacts was established but B2B talks with companies from different regions from other countries: Slovakia, Germany, Spain should have been possible. In general – quite good but it could be organised better (SOPK);
- quite successful (WAMP) for the Polish companies; Organisator mentioned that it was very difficult to organize B2B talks for as many companies because they had got the most of company profiles really late.

#### **1<sup>st</sup> June, 2007**

- Visit in the Wrocław Technology Park;
- Visit in the Lower Silesian furniture company – Ostroszowicka Fabryka Mebli;
- Visit in Krzyżowa Foundation for Mutual Understanding in Europe;

At the same time - from 29.05.2007 to 01.06.2007, there was the International Poznań Trade Fair of furniture branch, which took place in Poznań. Some of the foreign companies were visiting the fair this day.

#### **2<sup>nd</sup> June, 2007**

##### **Workshop for exchange of Best Practices**

The workshop took place in Wrocław, in the Radisson Hotel on 2<sup>nd</sup> June, 2007. This time the topic was “Best practices on internalisation: success stories”. Detailed description of this seminars you can find in the activity 5 *Exchange of good practices...*

## **2. Support by the internationalisation of SME's through exchange of good practices and information**

### **3. Transnational website & Communication Platform**

According to the transnational work programme, the period from January 2007 to June 2007 had to be devoted to the follow up and updates of the transnational web site and communication platform. The colleague in charge of this task, Mrs Alessia Planeta, left Ifoa at the end of March and another person from Ifoa, Ms Rossella Pinetti, took over the responsibilities related to this Thematic Activity. At the end of March the web site was on line, and was functioning but it has to be said that some parts were not yet been filled in. DP Transito is also responsible for the production of the Final Monitoring and Evaluation Report expected by the end of the year.

Progress towards objectives – tasks worked on and achievements made with reference to planned objectives, identify if there are subcontractors involved.

In order to get familiar with the transnational web site and the uploading system of documents, Ifoa (DP Transito) asked to the SC some weeks of time for the updating operations. Thanking to a fruitful cooperation between Ifoa (DP Transito) and heapmail Internet Solutions (DP Wamp), who gave technical assistance during this period, the transnational web site is currently updated to the last Business event held in Wroclaw. As afore mentioned, some parts under the responsibility of each DP, in particular those referring to the companies' profiles and to the consultants section, are still empty or only partly completed.

### **4. Exchange of methodology and test quality standards for consultancy services concerning internationalization**

Further consultants specified on the CEE market for the pool „FORUM.OST Foreign trade consultancies“ were recruited. Until the end of June 2007 67 applications were proved and 38 consultants were admitted to the pool.

At the steering committee meeting in Wroclaw, 2<sup>nd</sup> June 2007, the partners exchanged the activities and progress concerning the testing of quality standards for consultancy services concerning Internationalization:

Italy: Transito will use the questionnaire for SME's to evaluate the consultancy services in their activities. Results can be expected by November 2007 and reported at the steering committee meeting in Oviedo.

Spain: Progressa checked the instruments if they match the evaluation instruments of their PIPE project; Within the PIPE-Project there are similar instruments and there is no need for these new ones.

Slovak republic: ATME informed some Slovak consultants to apply for the pool, one of these consultants was approved and now member of the pool.

Poland: WAMP will name some polish consultants, specializes on foreign trade for CEE, who will apply for the pool.

FORUM.OST gathered information and evaluated the quality- instrument “questionnaire for SME's”.

For the second half of 2007 it is planned to publish the following documents:

The list of the approved consultants specialized on foreign trade for CEE

Tips to SME's how to cooperate with consultants for foreign trade

Documentation of 10 Examples of consulting SME's on foreign trade

## **5. Exchange of good practices on vocational training as well as consultancy and other services**

The topic of the workshop in Wroclaw on 2<sup>nd</sup> June, 2007 was “Best practices on internationalisation: success stories”.

Every presentation was treating of some example of realized innovative project in the field of internationalisation. Detailed description of done activities you can find in the activity 5 *Exchange of good practices...*

- The first speaker was Mariano Prado from Spain who was talking about internationalization success story of Muebles Viella Company. His presentation concerned mainly development and setting the wheels in motion for cooperation, access to new markets. (The speaker showed three phases of process of implementation the strategy of development and expanse of Muebles Viella Company. He also presented the strengthen of Asturias furniture sector and other factors of success on the foreign markets).
- The second presenter was Anja Wulfhorst from FORUM.OST from Germany. She was treating of a following subject - “Expanding the polish market - experiences from the German Manufacturer for elbows, vessel heads, fittings and tube shapes Hans Körber GmbH”. (It was presentation which approached the success story of Hans Körber GmbH, showing the company profile, its products and services, the company acquisition, its tasks and project procedures, the experience of the staff and finally the future plans. As the conclusion there were showed the good results activity of this German Manufacturer for elbows, vessel heads, fittings and tube shapes in the field of internationalisation.)
- The third speaker was Viviana Baggio from TRANSITO Development Partnership who was talking about a flexible training to provide trainees with a chance - "Teachers on the road". She innovatory idea of Confesercenti which in general was based on taking the initiative in training within squares and historical sites in order to reach people more directly. Especially important were the advantages of this methodology whis were prouved by the exemples.
- Finally, the last speaker was Kamila Plajstek from Poland (WAMP) who was treating of the successful activity small Polish producer of the wooden windows. This presentation presented all the success factors which had caused that this small campany could access on German, English and a few more European markets.

## **6. Internationalisation of curriculum and practical work experience through work placements in SMEs**

Within the FORUM.OST project “Fit for Central Eastern Europe – Internationalisation Competence for Initial Vocational Training in an Enlarged Europe” 110 apprentices from Eastwestphalia Lippe are looking for placements abroad, 65 placements in companies abroad are found. 60 apprentices already carried out a placement in a company abroad. 11 apprentices worked in companies from the CEE, for example placements in St. Petersburg, Moskau, Nowokuznezk, Stettin, Wloclawek and Presov. A European network of partners from 16 European countries was built up.

The contact to Progressa and to the ministry of Asturias involved in the Leonardo Programme was getting closer. 4 students from Asturias went on placements to East Westphalia-Lippe in summer 2007.

After the stay abroad each apprentice produces a report on the stay abroad.

Seven of these reports are published. In addition two video interviews and a video diary about the experiences of the apprentices abroad were published. All documentations are available under: [www.forum-ost.de](http://www.forum-ost.de) (Projekte/Fit für MOE/downloads).