

This project has been funded with support from the European Commission

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**information**

Young businesses are crucial for creating jobs and boosting the growth and competitiveness of Europe's economy in the next years. One of the EU's top priorities is to encourage entrepreneurship, to support sustainable growth and to stimulate a business environment friendlier to SMEs.

SME-TraiNet is an international stakeholder network that is aimed at fostering the dialogue between European young businesses/ SMEs, European Chambers of Commerce, European associations and European guidance and training providers.

It is particularly dedicated to the improvement of current training and guidance support for young businesses by sharing best practices on international level and adjusting existing offers.

The 1<sup>st</sup> International conference:

- gives an overview of European SME- policies
- gives room to discuss the training needs of young SME's
- gives the opportunity to share international best practice examples of training and consultancy services for young SME's

# 1<sup>st</sup> International Conference

05<sup>th</sup>-07<sup>th</sup> May 2010

Helsinki (Finland)

## Programme Conference

[ Wednesday, 05/05/2010 ]

### - Afternoon session -

"European and Finnish National policies and strategies for promoting young enterprises/SMEs"

Venue: Palace Gourmet, Eteläranta 10, 00130 Helsinki, Finland (www.palacekamp.fi), conference rooms, 10<sup>th</sup> floor

12.00-12.15

Opening words, Mr Timo Karkola, President, Ami-Foundation, Amiedu

12.15-12.30

SME-TraiNet: Leonardo stakeholder network for successful SME-development, Institute for Economic Promotion of the Austrian Federal Economic Chamber

12.30-13.00

Overview of the Small Business Act, Mr Paavo Mäkinen, Deputy Head of European Commission Representation in Finland

12.30-13.00

Finnish Lifelong Learning Policies and the SMEs, Mr Reijo Aholainen, Ministry of Education

13.30-14.00

Requirements and needs of young Finnish SMEs, Mr Timo Lindholm, Leading Economist, The Federation of Finnish Enterprises

14.00-14.30

Coffee break and networking

14.30-15.30

Panel discussion  
Panel consisting of representatives of Associations of SMEs and young businesses from Europe (UEAPME, JEUNE) and Finland

15.30-15.45

Closing words to the first part of the conference

15.45-16.30

Change of conference venue  
Moving to the ferry, delivery of cruising tickets and settling into the cabins

### - Evening session -

"1<sup>st</sup> Workshop session on European good practice examples of training and guidance for young SMEs"

Venue: Tallink SILJA SERENADE (white-blue ferry), Olympiaterminali, Eteläsatama, Olympiaranta 1, 00140 Helsinki, Finland (www.tallinksilja.com) (www.portofhelsinki.fi)

16.30-17.00

Coffee and fruit (departure from Helsinki)

17.00

Introduction to the workshop sessions and building of working groups (WIFI or Finnish partner)

17.15 -18.00

Short presentation of and discussion about the transferability of good practice examples at EU level (three parallel working groups working on three different topics)

1. "Research services for SMEs" (moderated by LUAS, Finland) - Topic: Relevance of scientific research information for SMEs

2. "Coaching young businesses" (moderated by WIFI, Austria) - Topic: Relevance of young business-specific long-term coaching services

3. "Learning to grow/growing by learning" (moderated by HWK HH, Germany) - Topic: Importance of strategy analysis, planning, implementation and its scientific monitoring

18.00-18.30

Plenary session: Short presentations of the working group results by one representative of each group (max. 10 min each)

18.30

Closing of the first conference day

starting from 19.00

Dinner at à la carte restaurant

[ Thursday, 06/05/2010 ]

### - Morning session -

"2<sup>nd</sup> Workshop session on European good practice examples of training and guidance for young SMEs"

07.00-9.00

Breakfast on board

09.30

Arrival at Stockholm

09.00-09.15

Building of working groups (WIFI or Finnish partner)

09.15-10.15

Short presentation of and discussion about the transferability of good practice examples at EU level (three parallel working groups working on three different topics)

1. "FITeL: training for non-profit associations" (moderated by CLA, Italy) - Topic: Importance of ICT and fiscal and financial laws for no-profit associations, mainly for young ones

2. "Clustering in the Atatürk organised industrial zone" (moderated by Abigem, Turkey) - Topic: Building of clusters of young enterprises in order to reduce costs and build up business relation to established enterprises

3. "e-Learning for SMEs in the food branch" (moderated by ZRP, Poland) - Topic: Successful use of new media/ e-learning for providing training on EU regulations & HACCP (Hazard analysis and critical control points)

10.15-11.00

Plenary session: Short presentations of the working group results by one representative of each group (max. 10 min each)

11.00-16.00

Lunch buffet on board, leisure time in Stockholm

### - Afternoon session -

"3<sup>rd</sup> Workshop session on European good practice examples of training and guidance for young SMEs"

17.00

Departure from Stockholm

16.00-16.15

Building of working groups (WIFI or Finnish partner)

16.15-17.15

Short presentation of and discussion about the transferability of good practice examples at EU level (four parallel working groups working on three different topics)

1. "Better management skills, better positioning on the market" (moderated by EMC, Bulgaria) - Topic: Sales and negotiation techniques and customer relationship management

2. "Business Management" (moderated by Emi-eco, Estonia) - Topic: Modular training in general business management with practical elements

3. "Good practice example Slovenia, t.b.d." (moderated by ICPE, Slovenia)

4. "European Business Competence Licence" (moderated by SCCI, Slovakia) - Topic: Training in general business management, orientated in in real business situations

17.15-18.00

Plenary session: Short presentations of the working group results by one representative of each group (max. 10 min each)

18.00-18.30

Summary of the results of the workshop session and closing of the conference (WIFI or Finnish partner)

19:00

Dinner at à la carte restaurant

[ Friday, 07/05/2010 ]

### - Return to Helsinki in the morning -

07.00-9.00

Breakfast on board

09.55

Arrival to Helsinki and travel home (for conference participants)