



1st International conference

05th-07th May 2010, Helsinki, Finland

Agenda

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, 10th floor

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| 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 | <i>Coffee break and networking</i> |
| 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 | <i>Change of conference venue
Moving to the ferry, delivery of cruising tickets and settling into the cabins</i> |

Wednesday, 05/05/2010 Evening session

„1st Workshop session on European good practice examples of training and guidance for young SMEs“

Venue: Tallink SILJA SERENADE (white-blue ferry), Olympiaterminaali, 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 innovation 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

„2nd 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 non-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*

Thursday, 06/05/2010 Afternoon session

„3rd 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

7.00 - 9.00 *Breakfast on board*

9.55 *Arrival to Helsinki and travel home (for conference participants)*

For SME-TraiNet project partners only:

- 10.00 Transfer to 3rd project partner meeting
Venue: AKOL premises in Pasila, Rautatie­läisenkatu 6 A ,
00520 Helsinki
- 11.00 - 15.00 Project partner meeting with discussion of detailed work plan until
the end of the project and administrative issues (moderated by WIFI)
- 15.00 *Meeting close*