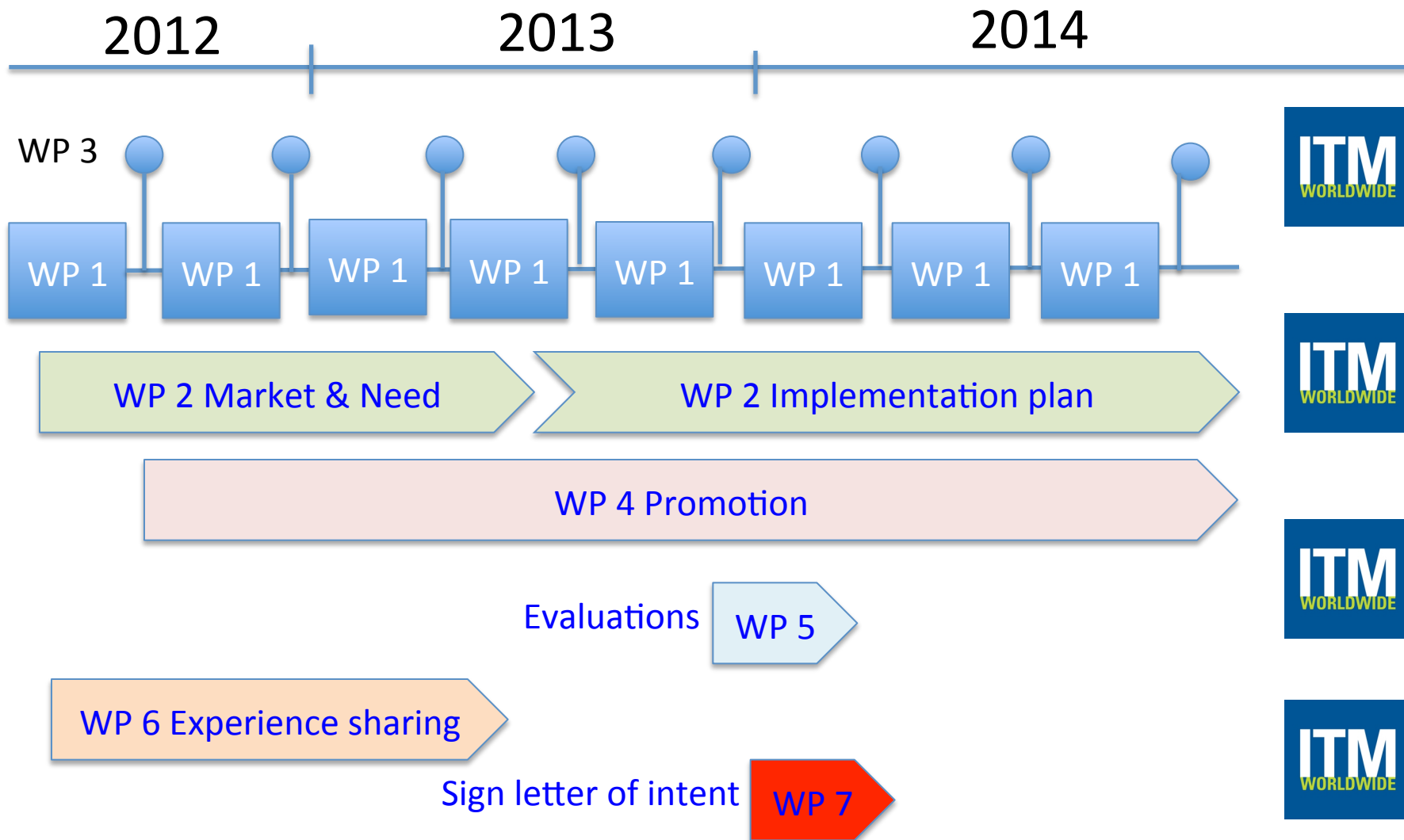


D 1. Aim

Implement the ITM Worldwide Concept into four new countries – Greece, Croatia, Bulgaria and Rumania to help SMEs to grow internationally.

Bulgaria – Croatia – Estonia –Greece - Romania – Slovenia - Sweden

G 2. Workprogram



D1. Result

A long-term relationship and a sustainable network of Trade Organisations offering trade training and SME managers taking part in joint international seminars offered by ITM.

Bulgaria – Croatia – Estonia –Greece - Romania – Slovenia - Sweden

D1. Promotion Campaign

To make SMEs aware of the importance of joint international trade training and network to increase export

Bulgaria – Croatia – Estonia –Greece - Romania – Slovenia - Sweden

D 1. VITTI benefits for Trade Organisations

- Learn about the ITM Worldwide Concept
- A trade training need and market analysis
- An implementation plan
- Learn from taking part in joint ITM Seminars
- Build an international business network for SMEs
- Offer joint high quality trade seminars for SMEs

D 2. Rationale

- Lack of trade knowledge in SMEs
- Trade Organisations in smaller countries do not have high quality vocational training in trade
- The ITM Worldwide Concept developed by Trade Organisations and sponsored by EU
- Need for collaboration

D.3 Objectives and strategies

Objective 1:

Ready to implement the ITM Concept in four new countries.

Strategies

- a) Conduct an export training needs and market analysis.
- b) Take part in trade training and evaluate the ITM Concept
- c) Partners from Sweden, Estonia and Slovenia share experiences how to implement the ITM Worldwide Conc

Bulgaria – Croatia – Estonia –Greece - Romania – Slovenia - Sweden

D.3 Objectives and strategies

Objective 2:

Promotion campaigns

Strategies

- a) Promotional campaign based on success stories
- b) A Website
- c) Newsletters

D.3 Objectives and strategies

Objective 3:

Establish a long term relationship with trade training organisations and SMEs

Strategies:

A smooth and useful cooperation between the partner will be the basis for future relations after the project ending

D.4. Results and outcomes

1. 2012-09 **Newsletter** template for stakeholders is ready to be used for all partners
2. 2012-12 **Web page** for project is ready, partners have agreed how to update
3. 2013-06 Final report on **Export Training Markets and Needs analysis** is ready.
Partners have agreed on recommendations.
4. 2014-01 Survey on **evaluations** is ready
5. 2014-01 **Implementation plans** of each country have been presented (how to finance, market, how to recruit companies/export managers)
6. 2014-01 **Letter of Intent** for all five new countries

Bulgaria – Croatia – Estonia –Greece - Romania – Slovenia - Sweden

D.4. Results and outcomes

7. 2014-05 **The final report** is agreed on. Results presented in a local conferences
8. 2014-05 **Final newsletter**
9. 2014-05 **The result presented in local conferences** in each country
10. 2014-05 Results of **final report published** in publications of lifelong communities
11. 2014-08 **Kick off for the ITM Worldwide Program** in each new country
after the project has finished

Bulgaria – Croatia – Estonia –Greece - Romania – Slovenia - Sweden

D 5. European added value

- European cooperation cross border
- Increased export in SMEs
- Offer a joint international trade training for SMEs in cooperation with ITM Worldwide
- First step for Trade organisations to cooperate in other areas
- Cross border cooperation between SMEs will lead to new business opportunities and ideas
- Grow the competitiveness for European SMEs

D 6. Impact

- SMEs will be more aware of the importance of trade training
- Trade Organisations will extend the trade training portfolio with a high quality training, become opinion leaders in this area, share experiences and start to cooperate with other trade organisations
- Local trade trainers will start to cooperate with international trade trainers

E.1 Project Main Focus

1. Transfer know-how about implementing the ITM WorldwideConcept
2. Create a long term relationship between Trade Organisations offering trade training
3. Cooperate cross-border to share costs
4. Make it possible to meet with decision makers in different countries and implement the ITM Concept

F.3. Participants involvement

1. Each Partner will host a partner meeting in their country (prepare and run the meeting, write and distribute minutes)
2. Each Partner develop an implementation plan
3. Each Partner will have local meetings
4. Each Partner will promote the project (meetings, articles)
5. Each Partner does evaluations together with SMEs
6. Experience sharing at meetings and on-line
7. Each Partner will sign a letter of intent with ITM Worldwide

F.6. Dissemination

1. The new partners (Bulgaria, Croatia, Greece and Rumania will implement the ITM Worldwide Concept in each country
2. Success stories from Sweden, Estonia and Slovenia will be published in different ways in each country

G.1. Participants

	<u>Country</u>	<u>Pupils/SME</u>	<u>Staff</u>	<u>Total</u>
1.	Sweden	5	2	7
2.	Estonia	5	2	7
3.	Slovenia	5	1	6
4.	Greece	5	1	6
5.	Bulgaria	5	1	6
6.	Croatia	5	1	6
7.	Rumania	5	1	6

Bulgaria – Croatia – Estonia –Greece - Romania – Slovenia - Sweden

H.1. Fundings

	<u>Country</u>	<u>Mobilities/P</u>	<u>Mobilities/S</u>	<u>Total</u>	<u>Grant €</u>
1.	Sweden	5	19	24	20.000 €
2.	Estonia	10	14	24	20.000 €
3.	Slovenia	5	7	12	14.000 €
4.	Greece	5	7	12	14.000 €
5.	Bulgaria	5	7	12	11.000 €
6.	Croatia	0	12	12	14.000 €
7.	Rumania	5	7	12	14.000 €

Bulgaria – Croatia – Estonia –Greece - Romania – Slovenia - Sweden

Mobilities Partners and SMEs

- Tallin (IATTO Forum) – 12-14/9 2012 P+SME
- Lidköping – 27-30 November 2012 P+SME
- Ljubljana – March 2013 P+SME
- Greece (IATTO Forum) – May 2013 P+SME
- Croatia – September 2013 P+SME
- Bulgaria – January 2014 P
- Romania – May 2014 P

Seminars - Partners and SMEs

- Tallin (IATTO Forum) – 12-14/9 2012 Change Management
- Lidköping – 27-30/9 2012 Trade Marketing & Strategies
- Ljubljana – March 2013 Cross Culture
- Greece (IATTO Forum) – May 2013 Market Research
- Croatia – September 2013 Export Sales Training
- Passport 2 Export