



SUMMER ACADEMY FOR SMEs 2018

Training on Export Management

25 - 29 June 2018

This program provides to entrepreneurs the essentials necessary to thrive and succeed in international markets. The Program focuses in international practices of doing business, on export procedures and documentation, international trade, trade barriers and internationalization of Small and Medium Enterprises (SMEs).

The partner institutions of the Summer Academy for SMEs are the Embassy of the Netherlands in Albania, the Italian-Albanian Programme for the Development of SMEs (PRODAPS) and the Embassy of the People's Republic of China in Albania.

Goal

This Program offers knowledge on SME export management that want to specialize in the field of international trade.

The Program shall support SME-s to understand concepts of doing business abroad, marketing at international level, financial planning, access to finance and importance of standards and quality.

Who can apply?

- Exporting SMEs,
- SMEs searching for new and niche markets,
- SMEs with the potential to export in the future,
- Students involved in research in the areas of international trade or market research,
- Students who would like to work in the private sector (such as export SMEs, market research companies and consultancies, international marketing agencies etc.)

Upon closing of the SASME '18, a winner participant shall be provided with an award: a one-month training package at the International Business Academy (AIBO) in Beijing, China. All expenses shall be covered by the People's Republic of China. The winner shall be selected based on an evaluation system.



SME ALBANIA
SUMMER ACADEMY for SMEs 2018

Agenda

June 25 – 29th, 2018

Day 1 – June 25th, 2018

8.30 – 9.00	Registration of participants
	Welcoming remarks Ms. Ingrid Konomi – finance expert, lecturer <i>Welcoming remarks</i>
9.00 – 9.30	Mr. Kenneth OE Sundin - Founder, SME Academy Network and Co-organizer of SASME 2018 Mr. Dhimo Kote – Deputy Minister of Agriculture and Rural Development Mr. Daniel Guce – Director of the SASME 2018 Program
9.30 – 11.15	+ Guerrilla Marketing for Small Business + Networking as a strategy of marketing Mr. Kenneth OE Sundin – Founder, SME Academy Network
11.15 – 12.15	+ Quality and Standards Ms. Edona Bilali – business consultant, entrepreneur
12.15 – 13.15	Lunch Break
13.15 – 14.00	+ Interreg IPA, Programme 2014/2020 Mr. Gentian Xhaxhiu – Head of Department for EU Funds, Ministry For Europe And Foreign Affairs

Day 2 – June 26th, 2018

INTERNATIONALISATION OF SMEs

09.00 – 10:30	+ How to support SMEs internationalisation through participation in international well-known fairs? + Information on world known fair opportunities in main sectors, such as food, beverage, textiles, garments and shoes, etc. + Necessary Skills for export business: preparation, procedures and follow-up Mr. Vasil Kolezi – Export Promotion Manager Swiss Import Promotion Programme SIPPO
10.30 – 12.00	+ Supply chain management Mr. Daniel Guce – SME skills expert



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12.00 – 13.00

Lunch Break

13.00 – 14.00

Case study:

“Making a success story out of medical herbs”

Mr. Artur Hadroj – Manager of ATC Natyral



Day 3 – June 27th, 2018

BUILDING A STRONGER SME FOR AN INTERNATIONAL MARKET

9.00 – 10.00

✚ Trade co-operation of Albania - China
Mr. Lian Gang – Economic and Trade Advisor, Chinese Embassy in Albania

10.00 – 11.00

✚ Basic theory on export promotion - Functions of WTO in International Trading
Ms. Marinela Jazoj – Secretary General, Foreign Investors Association Albania

11.00 – 12.00

✚ Albanian Trade agreements: CEFTA, EFTA, EU, Turkey, Etc.
Ms. Anxhela Bushati – Head of Sector, Sector Of Management For Program And Project In Economic Development Field, Ministry of Finance and Economy

12.00 – 13.00

Lunch Break

13.00 – 14.00

✚ The law on customs procedures in Albania
Mr. Drilon Bushati – Head of Tirana Branch, General Directorate of Customs

Day 4 – June 28th, 2018

MARKET RESEARCH AND MARKETING INTELLIGENCE

9.00 – 10.00

✚ Market information - Doing market research
Ms. Entela Fico Shehaj – Head of Business Administration Department, Tirana Business University

10.00 – 11.00

✚ Export Management Skills
Ms. Entela Fico Shehaj – Head of Business Administration Department, Tirana Business University

11.00 – 12.00

✚ Communication tools: Social Media as a way to promote business
Mr. Flogert Muca – Media and PR expert

12.00 – 13.00

Lunch Break

13.00 – 14.00

Case Study:

“Morava” Honey

Mr. Euglen Skermo – Manager of the Company

Day 5 – June 29th, 2018



INNOVATION AND INTELLECTUAL PROPERTY

8.30 - 9.15	 SME innovation support by the government Mr. Geron Kamberi - Director, The National Agency for Scientific Research and Innovation
9.15 - 10.00	 Intellectual Property Ms. Rezarta Ratja - Expert, General Department for Industrial Property
10.00 - 12.00	 Introduction to Export Marketing – <i>the importance of being creative and innovative</i> Mr. Alex Silvestri - Consultant, IB Solutions UK Ltd.
12.00 - 13.00	Lunch Break

ACCESS TO FINANCE

13.00 - 13.20	 Supporting internationalisation of SMEs through access to finance Ms. Evisi Kopluku - Expert
13.20 - 13.40	 Government grants support for SME internationalisation Ms. Migena Muslli - Albanian Investment Development Agency, EEN Albania
13.40 - 14.00	 Credit line for SMEs Ms. Loris Hoxha - Italian Cooperation for Development

Closing Ceremony

With the participation of:

Ms. Ingrid Konomi, Expert in finance

Mr. Elton Shametaj, Executive Director of SME Albania

H.E. Ms Dewi Van de Werd, Ambassador of the Netherlands to Albania

Mr. Lian Gang, Trade and Economic Advisor, Embassy of the People's Republic of China to Albania

Mr. Alexander Silvestri, International Trade Expert

Networking Reception