



UKIM FME/MACEDONIA – Train-the-Trainer Program

Skopje, June 7 – 11, 2010

PROJECT

South-East European Co-operation of Innovation & Finance Agencies (SEE IFA Network)

Target Group

- Experts from companies, agencies, administration and universities who are interested to train small and medium sized entrepreneurs and start-ups.
- Stakeholders of Macedonia's IFAs

Objectives

- To support innovation projects of existing entrepreneurs and start-ups effectively
- To prepare and run an initial client interview properly
- To identify supporting partners successfully
- To proceed in a success control correctly
- To be familiar with the principles of HRD
- To get an overview of SME innovation support in Macedonia
- To develop procedures for clasifying innovation projects
- To get examples for new innovation programs and support mechanisms
- To discuss about procedures and needs for setting up new agencies' programs

Contents of Training

Monday, June 7, 2010

09.30 – 10.00 **Welcome and introduction by Prof. Radmil Polenakovik and Roswitha Mosburger**

Trainer: Peter Kowar, Austria

10.00 – 10.30 **Trainer and participants' introduction**

10.30 – 11.00 **Collecting participants' seminar expectations and needs. Organizational and learning agreements**

11.00 – 11.20 Coffee break

11.20 – 12.30 **Trainer as expert and facilitator for SMEs**

- Participant with his experiences and needs
- Principles of adult learning

12.30 – 14.00 Lunch break

14.00 – 14.20 **Client with idea – importance and structure of the initial interview**

- Framework conditions for an initial interview concerning innovative products

14.20 – 15.20 **Initial interviews**

15.10 – 15.30 Coffee break

15.30 – 16.15 **Analysis of the initial interviews**

16.15 – 16.50 **Structure of an initial interview**

16.50 – 17.00 **Feedback and evaluation of the day**

Tuesday, June 8, 2010

Trainer: Peter Kowar, Austria

09.30 – 10.45 Identifying partners to support client's idea

- Procedure to identify supporting partners to realize an innovative idea
- Presentations, structuring and summarizing

10.45 – 11.05 Coffee break

11.05 – 11.25 Assumptions and proceedings for success control

- Assumptions for a success control
- Proceedings to run a success control efficiently

12.30 – 14.00 Lunch break

14.00 - 15.10 Human Resource Development as a tool for success

- Principles of personnel management
- Leadership behavior and styles

15.10 – 15.30 Coffee break

15.30 – 16.45 Personnel development

- Co-worker motivation and development
- Personnel figures

16.45 – 17.00 Feedback and evaluation of the day

Wednesday, June 9, 2010

Trainer: Igor Nikolovski, Macedonia

09.30 – 10.45 EU SME Policies

- EU SME Policies applicable for Macedonia in respect to the European Charter for Small Enterprises and Small Business Act
- The Macedonian SME Policy Documents and its implementation

10.45 – 11.05 Coffee break

11.05 – 12.30 Needs Assessment - essential strategy for training

- Importance of entrepreneurs' feedback
- Results of recently conducted Training needs analysis in the country

12.30 – 14.00 Lunch break

14.00 – 15.00 Grant Programs for SMEs in Macedonia

- Main aspects of the implementation of the voucher schemes in Macedonia
- Government Project Self-employment
- Services offered by the European Innovation and Information Center Macedonia

15.00 – 15.20 Coffee break

15.20 – 16.10 Availability of EU funding for SMEs

- The Macedonian Bank for Development Promotion and its donor credit lines
- Other commercial banks funds available in the country for SMEs

16.10 – 17.00 The value of partnership with public and non-profit organizations

- Macedonia's legislation for PPP
- Good practice models
- Presentation of the National SME Forum

Thursday, June 10, 2010

Trainer: Igor Nikolovski, Macedonia

09.30 – 10.45 **Using advanced e-learning**

- New models and approaches in trainings and capacity building activities
- Communicating inter-culturally

10.45 – 11.05 Coffee break

Trainer: Ms. Roswitha Mosburger, aws/Austria

11.05 – 12.30 **Setting up a new Innovation Finance Agency in Macedonia (together with Prof. Polenakovik/UKIM FME's team)**

- Macedonia's latest experience
- Discussion of concrete needs
- Instruments to be developed

12.30 – 14.00 Lunch break

14.00 - 15.15 **aws Instruments for supporting innovative projects I**

- aws guarantees and grants for innovation projects
- Technology loans

15.15 – 15.35 Coffee break

15.35 – 17.00 **Classification models for innovation projects**

- Selection of Criteria
- Classification schemes
- Case studies and discussion

Friday, June 11, 2010

Trainer: Ms. Roswitha Mosburger, aws/Austria

09.30 - 10.30 aws Instruments for supporting innovative projects II

- Pre-seed and seed capital for innovation development
- Technology transfer
- aws awareness programs

10.30 – 11.30 Other financial instruments and sources for innovation projects

- aws Instruments for venture capital
- Business angels network – aws experience

11:30 – 11.50 Coffee break

11:50 – 12.15 Summary of the week, discussion and further steps

12.15 Lunch, end of the training