



## Sustainable *Young SMEs*: Interregional Knowledge Exchange“Sharing inter-regional knowledge to define Supporting Programmes for Young SMEs



### Young SMEs- The project

**Young SMEs** is a European project co-financed by the INTERREG IVC programme to improve the effectiveness of regional development policies and contribute to economic modernization and the increased competitiveness of Europe. The project is involving 12 transnational partners from across the EU, lasting from 2012-2014.

The main goal is to define recommendations for local and regional development strategies and instruments **to support the market consolidation and competitiveness of SMEs during their 4th and 5th years.**

The project is expected to offer useful operative models that contribute to the economic and social growth of the European regions.

It is not expected to extend the entrepreneurial supports, but to identify useful targeted services that could help Young SMEs in their transition from protective environments to the competitiveness of the real markets.

The promotion of this Europe-wide cooperation project is expected to enhance partners' development through learning from the experiences of the others. The second stage will be to spread the successful experiences and the results of the project Europe. Finally, it is expected to benefit all the young SMEs thanks to an improved business environment, and more and better supportive services.

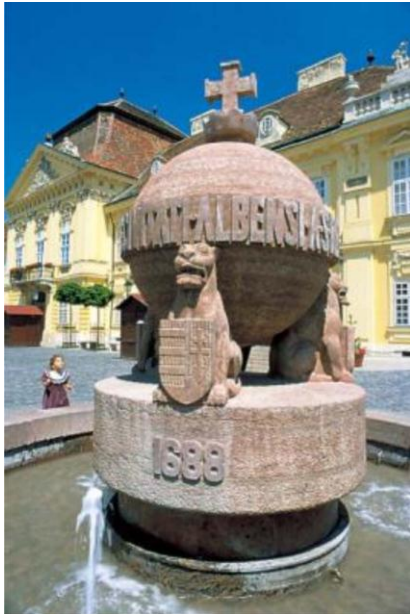


Specific objectives of the project are:

- to share knowledge and exchange regional and local experiences
- to define an integrated support programme for Young SMEs
- to increase the capacity of the staff members
- to help less experienced partners
- to improve SMEs policies by the transfer of good practices
- to involve relevant local, regional and European stakeholders

### CENTRAL TRANSDANUBIAN REGIONAL INNOVATION AGENCY

The Central Transdanubian Regional Innovation Agency aims at supporting, coordinating regional innovation processes organizing innovation networks, and especially providing innovation and innovation support services in Central Transdanubian Region. Our services are primarily targeted at supporting small-and medium-size businesses, regional bridge-building and R&D organizations.



The main activities of CTRIA are covering the following areas:

- promoting innovative, high-growth potential SMEs by value-added services
- development of technology transfer networks
- R&D&I project development and project management
- international project development
- innovative project evaluation, impact assessment
- innovation promotion

Our activities are continuously customized and tailored to the needs of actors standing on the demand and support side of innovation. We are striving for fostering the region's development in the most efficient ways. Therefore the essential strategic objective of CTRIA is creating a complex range of services by integrating and connecting the existing regional innovators into a network for filling in the gap of yet non-existing activities and services and to expand or amend the existing ones if necessary.

### LOCAL NETWORKING INNOVATION SEMINAR IN SZÉKESFEHÉRVÁR, HUNGARY

CTRIA gave a place for the first innovation seminar on the 20-21<sup>st</sup> February 2013 in Székesfehérvár which was focused on SMEs&LocalNet.

Nowadays the clusters get a big stress which try to strengthen with common collaboration their national and international relationships, their position on markets, accomplish common improvements or implement investments. Besides the clusters it increased more and more, that technology transfer office is worked by the universities. The universities help out the industrial utilization of the results of the university researches. These offices help to make relationships between two sectors and find new partners. The organization of the matchmakings and the benchmarking can be excellent assets of the building of the official partnership. During the mentioned event the market performers can get big amount of suppliers or customers, besides proving and building their official relationships.

CTRIA delivered the following presentations by its partners focused on clusters, technology transfer office and thematic clubs.

1) SERVICES AND THEMATIC CLUBS – The Chamber of Commerce and Industry Veszprém  
[www.veszpremikamara.hu](http://www.veszpremikamara.hu)

a. Services:

- i. consultancy on financial and credit opportunities, legal issues, EU co-financed tenders

- ii. IPR info-point
- iii. searching of business partners
- iv. professional events
- v. administrative tasks
- vi. intermediary vocational education
- vii. managing clusters
- b. 5 thematic clubs on:
  - i. quality management
  - ii. energy
  - iii. marketing
  - iv. subcontracting
  - v. accounting



- 2) MEN AND WOMEN ARE DIFFERENT GENDERS&DIVERSITY IN CLUSTER DEVELOPMENT – INNOSKART Nonprofit Ltd. – [www.kdrik.eu](http://www.kdrik.eu)



Managing director of INNOSKART, Zsuzsanna Pintér delivered a presentation about ICT cluster and role of the women and men in the business life.

She factor means: non profit background, business development experiences, communication skills, empathy skills, large social networks, ability to represent the cluster (chat more openly), relationships brokering

He factor means: for profit background, hard sector experience, ability to facilitate and develop trust

between members on business level, large business network, ability to represent the cluster on business way.

- 3) ENGAGEMENT IN SUPPORTING REGIONAL DEVELOPMENT – UNIVERSTIY OF PANNONIA – [www.uni-pannon.hu](http://www.uni-pannon.hu)



Kristóf Kovács gave an informative presentation on the role of University of Pannonia in the Central Transdanubian Region. The university has big role in the region, good relation with research institution and it operates Center of Knowledge and Technology Transfer.

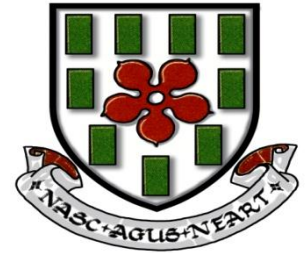
## GOOD PRACTICES OF YOUNG SMES PROJECT PARTNERS

### SERA: FUSE „Entrepreneurs Igniting South-East Growth”

[www.thefuseinitiative.com](http://www.thefuseinitiative.com)

The FUSE Initiative is a 2-year project by entrepreneurs to ignite and promote business growth in South-East Ireland.

- Fuse membership is for business owners or entrepreneurs
- a collective network for SMEs
- a place to communicate, share ideas, attract new business, sustain business
- to provide advice and guidance
- mentoring, regional networking database, practical initiatives
- promote a culture of entrepreneurship



### OLDHAM COUNCIL: OLDHAM CONSTRUCTION NETWORK

<http://www.oldham.gov.uk/>

The goal of the Network is to inform and collect local SME's to local construction opportunities through a series of networking events.

The features:

- ❖ chaired by the private sector – MD of local construction SME
- ❖ targeted at SMS's in Oldham and Rochdale but open to SME's from Greater Manchester
- ❖ approx. 70-90 businesses attend
- ❖ charge to attend
- ❖ agenda kept really simply
- ❖ helping Oldham Council shape its services
- ❖ lots of work in background



### FALKIRK: FALKIRK BUSINESS PANEL NETWORKING

<http://www.myfuturesinfalkirk.co.uk/business/panel.aspx>

The Falkirk Business Panel was set up in 2003 as part of the My Future's in Falkirk economic development initiative, to help develop and promote the Falkirk area economy. The Falkirk Business Panel offers local business opportunities for:



community.

- active involvement, eg: update on the My Future's in Falkirk initiative and invitations to events
- networking with other businesses
- influencing the future of the Falkirk economy
- raising the profile of the Falkirk business



**CENTRAL TRANSDANUBIAN REGIONAL INNOVATION AGENCY:  
CEBBIS NETWORK OF COMPETENCE AND SERVICE CENTER**  
[www.cebbs-noc.eu](http://www.cebbs-noc.eu)

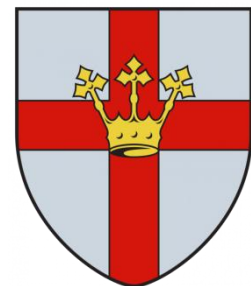
CEBBIS Service Center and Network of Competence come from the EU project which to raise SME's competitiveness, branch based support, to improve technology transfer to SMEs and to identify the common problems in CE regions. The supported SMEs will be more innovative, competitive and they can employ more staff. Five centres are in Central Europe and they give tested and established TT services. The following basic services are available at the CTRIA: project evaluation, business planning, IPR, matchmaking. If there is a special demand or we are not able to give the needed service we offer Network of Competence to the SMEs which help them on international level as well.

**CITY OF KOBLENZ: LOC@LBIT AND BUSINESS RECEPTION OF THE LORD MAYOR**  
<http://www.itstadt-ev.de/>

Loc@lbit: the organiser, IT.Stadt Koblenz

Promote the economic structure in the field of IT and multimedia:

- promoting of networking
- create a working IT cluster of universities, research and development institutions, private and public sectors and to achieve sustainability
- to raise the profile of the city of Koblenz and the River Rhine region



Activities: CeBit, thematic seminars, e-gov days, night of technic, multimedia-congress, KoFoBis, Future-initiative-RP.

Business reception of the lord mayor: Only managers are invited to the event. Business meets politics and research at this time and self-employed meets chief executives. This is small cultural program and small exhibition by TZK-tenants in different locations.



South-East  
Regional Authority

Údaras Reginunach  
an Oir-Dheisoir



Falkirk Council



MALTA ENTERPRISE



KTU Regional  
Science Park



Torun Regional  
Development Agency



KOBLENZ  
VERBINDET.



ATHENS  
DEVELOPMENT  
AND DESTINATION  
MANAGEMENT  
AGENCY



RAZVOJNI CENTER  
SRCA SLOVENIJE  
DEVELOPMENT CENTRE  
OF THE HEART OF SLOVENIA