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The IO1 has been finalized, and it includes:
- the definitions of SMEs
- the SMEs' importance in the global economy

and, finally, the environment for internationalisation.
After the research in 6 European countries, It has been found that there is still a lack of open access resources that would help SMEs to evaluate the internationalisation situation.
The IN_DIGIT2EU project aims to fill that gap and based on that the partners created the methodology and the Self-Assessment tool of the Readiness for internationalisation. The SMEs can use this tool to discover their readiness for interantionalisation

Stay tuned, the interactive online seminar will be ready in a few months!!!!!

Based on the lesson learned from the finalization of the IO1 and the in-depth research of past efforts in   the specific area of education and training, the areas of intervention **have been defined according to the existing gaps,** particular needs of the target groups and SMEs internationalisation process. T**he specific topics tackled by the project include:**
1. business models for internationalisation
2. international marketing
3. international networking
4. e-commerce
5. International Open Innovation management

The training will contribute to improved SMEs internationalisation strategies by not only providing specific skills but also increasing awareness of the role of business models and e-commerce strategies for internationaplsuccess and the potential of open innovation to enable SMEs internationalisation.

Because of the nature of the target group
 (for example the entrepreneurs without free time), the online seminar will include new**, highly interactive Tools.** The IO3 – Training toolkit is in progress and will consist of local case studies of each country, videos, interactive exercises, webinar, etc,
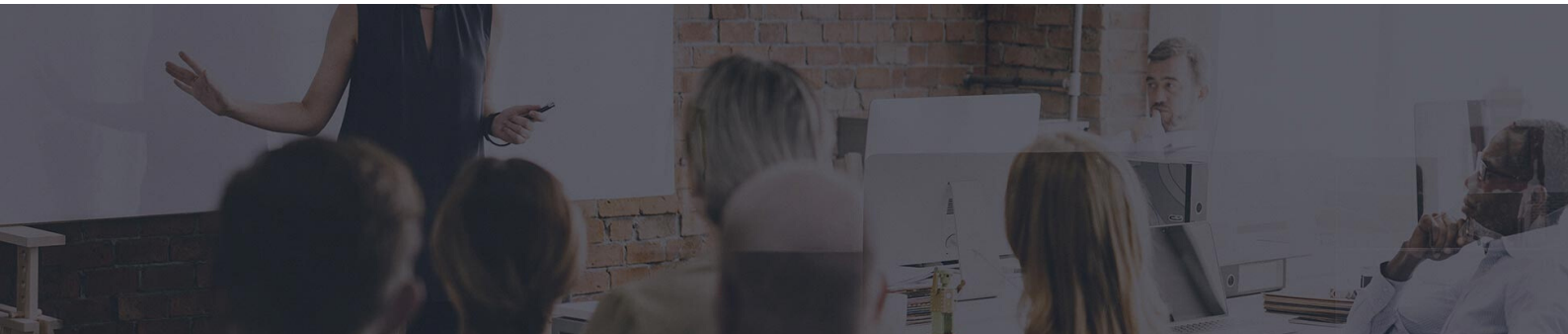
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NEWSLETTER

ISSUE 2

IN_DIGIT2EU is a direct response to a reported demand of the engaged organizations' target groups for the quality skills development pathways related with a lack of access to qualified human resources required for international expansion. Therefore, the project aims directly to provide individual needs oriented skills development program in the area of internationalization for SME and low skilled adults.

💡OBIECTIVE

Development of an assessment tool to evaluate the readiness and gaps to be filled in order to successfully face internationalization challenges

💡Development of a training course, delivered completely online, aiming at the development of skills of the target group, to support effective design and implementation of internationalization processes in SMEs.

TARGET GROUP

IN_DIGIT2EU will work with Entrepreneurs and SMEs managers with lack of internationalization skills – current and potential, current and potential SMEs staff.

THE INTELLECTUAL OUTPOUTS FOR THE IN_DIGIT2EU PROJECT

*IO1: Self-Assessment methodology and tool
*IO2: Training methodology and guide
*IO3: Training Toolkit
*IO4: Online platform
*IO5: Best practices

Partners