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indigit

Digital Based Tools Aiming at the Development of Skills for Internationalization  
IN\_DIGIT2EU

# Press Release

## IN\_DIGIT2EU

**Meeting – Kaunas, 4<sup>th</sup> and 6<sup>th</sup> of December 2019**

Based on the Annual Report on European SMEs 2017/2018 “The resurgence of EU SMEs has continued over the past year and is set to extend into the near future. Over the period 2008 to 2017, gross value added generated by EU-28 SMEs increased cumulatively by 14.3% and SME employment increased by 2.5%. The number of SMEs in the EU-28 increased by 13.8% between 2008 and 2017.”

However, in the fast pace of today’s economy, entrepreneurs must have a global mindset from the outset and to be prepared to face the challenges of internationalisation and involve skilled people, capable to take advantage of the opportunities in order to grow.

The project IN\_DIGIT2EU aims to provide support to the development of skills in the area of internationalisation of SMEs and low skilled adults by providing an integrating tool that from one side evaluates the readiness for internationalisation and from the other allows access to upskilling paths adapted to individualized needs, not only of SMEs, but especially among organisations working with SMEs and HR. It includes an integrated self-assessment audit tool to test the readiness for internationalisation. Also a professional training course and additional resources, delivered online, to support

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the development of skills for the implementation of internationalisation plans in companies is under development.

To achieve the objectives of the project, the partnership will develop 5 Intellectual Outputs, including a toolkit of local case studies of each country, videos, interactive exercises, webinars, etc,

The 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 third meeting of the project took place in Kaunas, Lithuania, between the 4<sup>th</sup> and 6<sup>h</sup> of December and was attended by all project partners. The purpose of the meeting was to discuss the last phase of In\_Digit2EU project. As a result, all the partners will start tests of a new program to support SMEs competences for internationalisation in April 2020.

Finally, the nearest and the future responsibilities of each partner were divided, aiming to ensure the quality of the development of the outputs according to that proposed in the application. The next step is to complete the modules and to finalize the online training platform and curriculum.

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 international success and the potential of open innovation to enable SMEs internationalisation. The profile of participants for the training will be SMEs owners and managers, startups, future entrepreneurs who have a validated business plan and are planning to commence business immediately.

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Also, the IO3 – Training toolkit is work in progress and will consist of local case studies of each country, videos, interactive exercises, webinars, etc.

The IN\_DIGIT2EU partnership is composed by 6 partners: Arad Development Company (Leader Partner) from Romania, Danmar Computers from Poland, Kaunas University of Technology from Lithuania, Technical Institute of Heraklion Chamber from Greece, GrantXpert Consulting from Cyprus and E&D Knowledge Consulting from Portugal.

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