



Project title: Keys for Internationalization and Training of Enterprises

Project Acronym: K.I.T.E

TCA Id Code 4183

Activity report

Thematic Activity:

Period covered: from 01-01 to 30-06-2007

Date of preparation: July 30st

DP Number and Name: PL-79

WAMP Wsparcie Adaptacyjności Małych Przedsiębiorstw (“Support for adoption of adaptability of the SMEs”)

Executive Summary of thematic activities progress for the period -1 January – 30 June, 2007

a. Thematic Activity objectives and starting point of work at beginning of reporting period

The present report corresponds to the fourth project implementation period. During this report period there was organised one Business Event in Poland (Wrocław), between 31st May - 2nd June, 2007.

This Business Event was mainly addressed to companies from furniture, building and finishing sector . It was organized mostly for manufacturers, distribution or marketing companies but also for the KITE Partners.

Programme of this meeting included:

31st May, 2007

❖ The official part

- Welcome of the guests and presentation of WAMP Partnership - the host of this business meeting (dr Leszek Karwowski – Chairman of the Lower Silesian Employer Association, Artur Sawrycz – Vice President of the Lower Silesian Regional Development Agency)
- Presentation of the region – Municipality of Wrocław (Sławomir Najnigier- President of the Association for Promotion of Lower Silesia)
- Presentation of possibilities of investment in the Lower Silesia (starting business activity by foreigners in Wrocław) – legal aspects, taxes, cultural conditions (President of Agglomeration Development Agency – Paweł Panczyj)
- Presentation of instruments and institutions which support foreign companies looking for business co-operation in Poland- “How to find a Partner in Poland?” (Barbara Słociak - Urząd Marszałkowski Województwa Dolnośląskiego)
- Presentation of the construction and furniture branch in Poland and Lower Silesia:
 - “Furniture Industry in Poland and Lower Silesia”(dr Beata Fabisiak – Agricultural University of Poznań)
 - Presentation of companies of construction branch WROBIS S.A.– Polish market, facilities, difficulties, state's help – on the example of Lower Silesian company(mgr inż. Mirosław Kadłubowski)

❖ Business to Business meetings (B2B)

In B2B meetings there were forty-four companies, who took part; among them:

- twenty - one companies from hosted countries (Germany, Italy, Spain, Slovak Republic);
- twenty - three companies from Poland – hosting country.

Each meeting lasted 30 minutes. In KITE Partners opinion B2B talks were:

- quite successful but a little bit disappointing because of Polish companies who did not come as it had been established (PROGRESA);
- disappointing and quite successful, good business contacts but a little disappointing because of the sector of construction – no partners to talk (FORUM.OST);
- not very rewarding, some of companies had only one multinational B2B talk; lack of B2B talks with the companies from other countries - Slovakia, Germany, Spain (TRANSITO);
- rewarding; good business contacts was established but B2B talks with companies from different regions from other countries - Slovakia, Germany, Spain should have been possible. In general – quite good but it could be organised better (SOPK);
- good and quite successful (WAMP) for the Polish companies; Organisator mentioned that it had been very difficult to organize B2B talks for as many companies because they had got the most of company profiles really late.

1st June, 2007

- ❖ Visit in the Wroclaw Technology Park;
- ❖ Visit in the Lower Silesian furniture company – Ostroszowicka Fabryka Mebli;
- ❖ Visit in Krzyżowa Foundation for Mutual Understanding in Europe;

At the same time - from 29.05.2007 to 01.06.2007, there was the International Poznań Trade Fair of furniture branch, which took place in Poznań. Some of the foreign companies were visiting the fair this day.

2nd June, 2007

- ❖ Workshop for exchange of Best Practices

It was the fourth workshop for the exchange of Best Practices, which took place in Wroclaw in the Radisson Hotel on 2nd June, 2007. This time the topic was “Best practices on internalisation: success stories”. Every presentation was treating of some example of realized innovative project in the field of internationalisation.

- The first speaker was Mariano Prado from Spain who was talking about internationalization success story of Muebles Viella Company. His presentation concerned mainly development and setting the wheels in motion for cooperation, access to new markets. (The speaker in very transparent way showed three phases of process of implementation the strategy of development and expanse of Muebles Viella Company. He also presented the strengthen of Asturias furniture sector and other factors of success on the foreign markets).
- The second presenter was Anja Wulfhorst from FORUM.OST from Germany. She was treating of a following subject - "Expanding the polish market - experiences from the German Manufacturer for elbows, vessel heads, fittings and tube shapes Hans Körber GmbH". (It was the very detailed presentation which approached the success story of Hans Körber GmbH, showing the company profile, its products and services, the company acquisition, its tasks and project procedures, the experience of the staff and finally the future plans. As the conclusion there were showed the good results activity of this German Manufacturer for elbows, vessel heads, fittings and tube shapes in the field of internationalisation.)
- The third speaker was Viviana Baggio from TRANSITO Development Partnership who was talking about a flexible training to provide trainees with a chance - "Teachers on the road". She explained very clærly innovatory idea of Confesercenti which in general was based on taking the initiative in training within squares and historical sites in order to reach people more directly. Especially important there were the advantages of this methodology whis were prouved by the exemples.
- Finally, the last speaker was Kamila Plajstek from Poland (WAMP) who was treating of the siccessful activity small Polish producer of the wooden windows. This presentation presented all the success factors which had caused that this small campany could access on German, English and a few more European markets.

b. Progress towards objectives – tasks worked on and achievements made with reference to planned objectives, identify if there are subcontractors involved

During the Steering Committee Meeting which took place in Presov on the 30th September 2006 the general concept of next business event and the calendar was discussed and agreed upon. Then it was agreed that the time of the forth business event organized by WAMP (Support for adoption of adaptability of the SMEs) was changede from the month of March to 31st May – 2nd June 2007.

From the beginning of 2007 year all DPs were constantly receiving the establishments concerning the business event in Slovak Republic. On their own all DPs were obligated to prepare and send to the Polish DP their companies profiles and finally all of them achieved this aim.

c. Deviations from the project work program, and corrective actions taken/suggested: identify the nature and the reason for the problem

In general all the KITE Partners pleased to came to Wroclaw for taking part in this Business Event. In most cases they found their business trip quite successful and they were satisfied with the program of the event. The Spanish Participants considered that Polish market is very interesting and good place for investment. They are also interested in the workshop presentations. German DP was especially content with the Furniture Fair in Poznań where they found the new contacts. Italian DP was especially interested in the fallowing question: How to start business in Poland?

Within not too numerous weaknesses, DPs mentioned mainly the B2B talks which as they thought wa not bad but could be organised better. On the other hand the host – Polish Partner explained and accented that perfect organisation of B2B meeting is impossible without companies profiles sent in time. In particular everything concerning B2B talks is talked over in part a) of this report.

d. List of products, including due date and actual/foreseen submission date

1. Validated Progress Report made by Transito, concerning the period from 1st June to 31st December 2006
2. Numerous publication concerning Wroclaw and Lower Silesia in economic, historic and touristic point of view.
3. Evaluation Sheet from the Business Meeting
4. Evaluation Sheet from the Workshop and Steering Committee Meeting
5. List of participating companies from Germany, Spain, Poland and Italy List of attendants to the Steering Committee
6. Workshop DPs presentation (in results the workshop has contribute to the circulation of ideas and perspectives over a core issue: internationalisation as an opportunity for becoming a successful company)

e. List of activities , including due date and actual/foreseen achievement date

The nearest Business event will be organized by the Spanish DP and will be organized in Oviedo, from 8th to 10th November 2007. The Sector chosen by the Organiser for the event is ICT branch because of the fair which will take place at the same time in Madrid.

The topic of the next workshop it is **“Support Technologies for SMEs using IST”**