



Export Academy for SMEs: Empowering Small and Medium-sized Enterprises to Expand Globally

ABOUT THE PROGRAMME

Take your small or medium-sized enterprise to new heights!

The Online Export Academy for small and medium-sized enterprises (SMEs) is designed to help you grow your business internationally and increase your export volume to the EU. **The Academy consists of five online workshops** led by top professionals in the field **and 1:1 business sessions** between SMEs from the EaP countries wanting to export to the EU and EU-based SMEs. **Join us for this unique opportunity between 16 May and 24 May 2023.** It's completely free!

THE EXPORT ACADEMY PROVIDES SMES WITH A RANGE OF BENEFITS, INCLUDING

- **Practical knowledge about export**

By attending the 5 interactive online workshops led by top-notch international export professionals, you will gain practical knowledge about export to the EU, export readiness assessment, market analysis, export strategy, legal issues, and global marketing.

- **Step-by-step export growth plan**

With the assistance of experts, you will create a customised export growth and development plan for your business.

- **1:1 Business meetings**

During the personal sessions with EU/EaP-based SMEs representatives, you will be able to discuss individual inquiries, benefit from their valuable knowledge and experience and receive tailored guidance and feedback on your export plan.

- **Connect with other SMEs**

The academy allows to network with more than 200 SMEs from Ukraine, Moldova, Azerbaijan, Georgia, Armenia, and EU countries.



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WHO CAN PARTICIPATE

- Representatives of small and medium-sized enterprises*
- With registration in one of five Eastern Partnership countries: Ukraine, Armenia, Georgia, Moldova, and Azerbaijan.
- Proficiency in English to comprehend and communicate effectively.
- Ready to participate in workshops and/or one-to-one meetings with other SMEs.

**You can find the criteria for small and medium-sized enterprises in the table below.
For more information, please follow the page: [SME definition](#).*

Company category	Staff headcount	Turnover	or	Balance sheet total
Medium-sized	< 250	≤ € 50 m		≤ € 43 m
Small	< 50	≤ € 10 m		≤ € 10 m
Micro	< 10	≤ € 2 m		≤ € 2 m

APPLY NOW (<https://eur.cvent.me/x0wor>)

The deadline is 12 May, 2023.

Several participants can register from one SME.



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WORKSHOPS AGENDA

The online Export Academy for SMEs includes a series of 5 online interactive workshops taking place from 16 - 24 May 2023. Participants joining all the workshops and taking part in the one-to-one meetings will receive a certificate of participation.

16/05 Tuesday	<p>Workshop 1: EXPORT READINESS ASSESSMENT</p> <ul style="list-style-type: none"> • Introduction to Export Development Process • Assessment of company's export readiness • Identifying areas for improvement and key goals 	<p>JULIAN LAWSON HILL, Managing Director Giraff Consulting International</p>
17/05 Wednesday	<p>Workshop 2: MARKET ANALYSIS AND MARKET RESEARCH</p> <ul style="list-style-type: none"> • Researching target markets • Conducting in-depth market research • Selecting market(s) for export <p>Webinar: EaP TRADE HELPDESK</p> <ul style="list-style-type: none"> • General overview of EaP Trade Helpdesk • Explore opportunities about the platform 	<p>MARTTI RELL, Associate Partner, CIVITTA</p> <p>ANNA JANKOWSKA-ERIKSSON, Programme Officer in Trade Information, International Trade Centre</p>
18/05 Thursday	<p>Workshop 3: EXPORT STRATEGY</p> <ul style="list-style-type: none"> • Building company's export strategy • Identifying model for entering new market(s) • Distribution channels options, selecting and managing channels to market • Pricing and finance 	<p>Violetta Loziuk, Business Consultant, Global Scale Business Growth Agency</p>
23/05 Tuesday	<p>Workshop 4: INTERNATIONAL MARKETING</p> <ul style="list-style-type: none"> • International sales and marketing skills advancement • Company's export brand • Marketing online • Tools for searching for partners • List of exhibitions and trade events to attend 	<p>Flora Rosenow, Founder & Brand Communication Strategist, branding impact</p>
24/05 Wednesday	<p>Workshop 5: LEGALITY OF EXPORT</p> <ul style="list-style-type: none"> • Export audit • Potential legal issues • Risk management 	<p>Maxim Belozyorov, Fruit Entrepreneur and freelance consultant, FRUZZI</p>

ONE-ON-ONE BUSINESS MEETINGS

There is an amazing opportunity to meet with more experienced representatives of SMEs from the EU or EaP countries and benefit from their export experience. You can participate in one or more business meetings, find new partners and establish future cooperation.

*Please don't hesitate to contact us if you require any further information:
exportacademy@civitta.com*



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