



Leverage from
the EU
2014–2020



Centre for Economic Development,
Transport and the Environment

International Experts as a Resource for Companies Aiming at Development Business

The aim of the project is to connect the international business experts with the companies who are looking for business growth in export and business development as well as to improve the employment rate of the high educated immigrants according to their education level and profession.

During the pilot training program the trainees will get orientation to various skills on exporting and business development (joint venture, long term partnership, licensing, subsidiary), project management and entrepreneurship. The trainee's earlier expertise and skills will be identified, hence the job seeking skills will be developed further during the training period. In addition, the trainees will learn how to effectively utilize digitalization as part of international cooperation, business development and project management.

The training for 15 selected trainees will be implemented by solid and sustainable cooperation with the companies/businesses. The project contains several functions to support the companies, such as innovation workshops to enhance export and start-up business development skills as well as counselling international finance procedures.

The international trainee will achieve skills to plan and manage independently the export and/or development business project oriented to East-African market as well as develop a concrete project plan for the host company's export and business development strategy. In addition, the trainee has increased skills to build up and operate in international networks and his/her entrepreneurship knowledge enables the business start-up.

The trainees and the host company are facilitated and supported by professional broker who is familiar with the East-African business culture. The broker is searching and selecting for business partners in East-African region to take part of this pilot. Combining the special knowledge and the skills of the experts with participating companies add value for the business process and creates a model to support the employment of international experts.

The project will last from 1st March 2017 until 28th February 2020 and is financed by Hämeen ELY-keskus and European Social Fund.

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