

Idea: Supporting internationalisation of local business by organising business meetings in/from foreign partnership Cities during mutual events and study trips/visits

Number in the database: 2

Area: 2

Idea description

Title:	Supporting internationalisation of local business by organising business meetings in/from foreign partnership Cities during mutual events and study trips/visits
Idea objective	<p>The aim of the initiative is to facilitate the internationalization of small businesses through their involvement in meetings and study visits strengthening cooperation with partner cities. Information about partner cities is most often available to all interested parties on the website of the city office, but rarely reaches entrepreneurs, even if partner cities could be interested in making contact due to the profile of local economic activity. Therefore, the essence of the initiative is to use information about partner cities for the benefit of local SMEs.</p> <p>An important context resulting from the dissemination of remote forms of communication during the pandemic is the possibility of organizing many online meetings, which makes it possible to verify interest in cooperation almost free of charge.</p> <p>Possible alternative approach/additional element of the idea:</p> <ul style="list-style-type: none"> - Sharing the idea with other cities, - Mutual implementation in the partnership of few cities. - Branch approach – specific rules dedicated to the type or size of companies. - Supporting the distribution of information material for partner cities also by chambers of commerce or organizations dealing at the regional and national level with the promotion of entrepreneurship.
Sharing process (max 1000 characters)	<p>Sharing process will be organized in the following steps:</p> <ol style="list-style-type: none"> 1. addressing local mSMEs with a proposal to present their profile and offer in the information material for partner cities, 2. development of information material for twin cities about local enterprises, their profile, offer, apprenticeships for youth, needs for cooperation or internationalization of the offer, 3. providing partner cities with the developed material, 4. collecting answers from partner cities, 5. preparing, on the basis of materials from partner cities, information for local mSMEs about potential areas of cooperation with partner cities or enterprises located in them, 6. collecting initial applications to local mSME regarding potential cooperation, 7. providing the opportunity for the contact between interested local mSMEs and foreign partner cities or enterprises from their area, 8. participation in meetings and study visits of partner cities, 9. development of joint projects supporting this form of promotion of the local entrepreneurship. <p>Access to data is free of charge but limited to entities that meet the requirements specified in the regulations, e.g.</p> <ul style="list-style-type: none"> - MSME status, - location within the city, - submit a contribution to the information material for partner cities.
Restrictions/rules (law, skills, time, other)	<p>The initiative requires an analysis and answers to the following questions:</p> <ul style="list-style-type: none"> - whether and which enterprises from the city are interested in cooperation? - which of the municipal units will prepare and coordinate the cooperation? - is it possible to obtain funds for preparatory activities, e.g. in the form of a grant in cross-border cooperation? - what type of information about local entrepreneurs should be included in the material for partner cities? - what type of information should be obtained from the partner cities? - how to make the offer attractive to both parties?

The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe. www.visegradfund.org www.public4sme.eu

	<p>- how often should the information material and the cooperation offer from the partner cities be updated?</p> <p>The initiative requires the involvement of the following resources:</p> <ul style="list-style-type: none"> - human resources: IT competences, Public Relations, preparation of the attractive marketing materials, good communication skills, - online platform to enable contact of potential partners.
Procedures (if applicable)	<p>The implementation of the initiative requires several formal procedures:</p> <ul style="list-style-type: none"> - determination of the municipal unit responsible for the implementation of the task, - information meeting about the initiative with local mSMEs, - meeting with partner cities with a proposal for cooperation and exchange of information materials about local enterprises (recommended online), - determining the content of the content sent to the information material for partner cities, - development of a permanent layout of information material for partner cities regarding cooperation with enterprises interested in cooperation or internationalization, - development of rules for updating information material for partner cities and cooperation offers, - development of information material for partner cities, - contacts with partner cities, - development of a return cooperation offer based on the responses of partner cities, - support for meetings of entrepreneurs with partner cities or enterprises located in them, - development of regulations on the principles of including entrepreneurs in meetings and study visits in partner cities.
Costs for public institutions (if applicable)	<p>Costs of preparing the information material for partner cities (worktime).</p> <p>Costs of organising a meetings (hall, service).</p> <p>Cost of attendance of mSMEs in the meetings and study visits in partner cities should be paid by the mSMEs representatives.</p>
Expected result (if possible)	<p>It is expected that this system will boost the cooperation between some mSMEs and their potential partners.</p>