

Invitation and Programme

HEPA Hungarian Export Promotion Agency in Budapest, Partner of the Interreg HUSK EYES project cordially invites you to its interactive training focusing on identifying the key points of your SME's export challenges – 20th March, 2019

Whether we talk about export opportunities or other business issues or personal goals, sometimes we cannot see the gap between our aims and the ways or direction of our pursuits. Maybe because we ask the wrong questions, or our approach is unbecoming, and we should change our points of view. This training is just about that. On one hand, from a personal angle (viewpoints of owners and CEOs), and on the other hand, from a holistic perspective (SMEs as business organizations). In the first case we are going to examine the harmony of business goals and personal resources (skills, competency, knowledge, attitude) in an associative and self-reflective way. In the second case we are going to analyze own enterprises in the light of export goals, using the business model canvas. The main objective of the day is identifying those business and personal gaps which can makes it harder to reach own export goals. In this way participants can define individual and organizational development directions.

In this event **Zsolt Király**, trainer and business coach will help you to identify the key points of your SME's export challenges with useful toolkit.

The following topics will be covered:

- Business model canvas – the 9 gap fields (A useful tool to identify the potential mistakes of export activities)
- Empathy map - partners instead of customers (How to see your export opportunities from a different angle?)
- Wear your six thinking hats! (Six approaches to analyze your export position)

The expert will also be available for one-on-one consultations after the training.

The trainer will be: Mr. Zsolt Király PhD



With more than 15 years, 10 000+ hours experience working in learning and development (coaching, mentoring, training and higher education) and 10 years project experience connecting to innovation (human, organizational, social), organization development and R&D (sustainability) in domestic and international environment, Zsolt is a passionate professional with high level of interesting in entrepreneurship (SMEs, startups, entrapreneurs), HR (mainly but not exclusively in Learning & Development) and Organization Development. For more information: <https://www.linkedin.com/in/zsoltkiraly/>

Project registration number: SKHU/1601/4.1/103

Language of the event: EN

Date: 20 March 2019, 10.00– 16:30

Venue: Novotel Budapest Danube Hotel (H-1027 Budapest, Bem rakpart 33-34).

Contact: H6151@accor.com

Participation at the workshop is free of charge but registration is required!

Please note, that the number of participants at the training is limited up to 25 to provide interactivity. Applications will be accepted in order of arrival.

Please indicate your intention to participate by 15th March 2019 at the latest by completing the online registration form below.

Invitation

Programme website: <http://www.skhu.eu/>

Project website: <http://bvk.hu/eyes/>

Business planning training- programme

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9:30-10:00	Registration
10:00-11:30	SESSION I - SETTING THE TONE 1. Introduction, objectives of the day 2. Ice Breaker Framing - group contract for the day (feel good; takeaway; trainer wanted; participants imagined) 3. The Exporter Idol <ul style="list-style-type: none"> • Ideal profile for an excellent exporter (skills, knowledge, attitudes) – group task • Me as an exporter (wish and reality) – self-evaluation task
11:30-11:45	Coffee break
11:45-12:45	SESSION II – TOOLKIT 4. Business model canvas – the 9 gap fields <ul style="list-style-type: none"> • Presentation of a useful tool to identify the potential mistakes of export activities 5. Empathy map - partners instead of customers <ul style="list-style-type: none"> • How to see your export opportunities from a different angle? 6. Wear your six thinking hats! <ul style="list-style-type: none"> • Six approaches to analyze your export position
12:45-13:45	Lunch
13:45-14:45	SESSION III - STIMULATING THE CREATIVE BRAIN AND USING TOOLS 7. Me and my export vision (peer / triad task) 8. Half full, half empty (peer / triad task) 9. Business canvas model in practice (1) (group work)
14:45-15:00	Coffee break
15:00-16:30	SESSION IV 10. Business canvas model in practice (2) (group work) 11. What are your practical takeaways? What are you going to do from tomorrow? (peers) 12. Lessons of the day – closure (everybody) – Q&A, conclusions



During all sessions, participants will be required and asked to actively take part in the discussions! By the end of the day they will get acquainted with some tools and practices that will help them to design and implement their market entry strategy, tailor-made to the product/company/business idea. All topics will be supported by examples and experience from real companies.

The content of this invitation does not necessarily represent the official position of the European Union.

Further information:

Adrienn KÖVÉR-VÁRADI
SME export training advisor
e-mail: varadi.adrienn@hepa.hu
phone: +36 (20) 232 0684
