

Ioustinianou 3
41222, Larisa

Tel. +30 2410 626 943
e-mail: info@entre.gr
web site: www.entre.gr

INFO

BI-MONTHLY ELECTRONIC NEWSLETTER

Exchange

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Editorial

In view of globalization and the rapidly changing environment, the **Institute of Entrepreneurship Development** has decided to introduce its first Newsletter in English, which will be distributed electronically.

The objective of the newsletter is to present with information and insight concerning different issues that would be of interest to the wider community internationally. We intend to create a link and platform of information between entrepreneurs, academics, professionals and individuals and to ensure that aspiring entrepreneurs are aware of the endless opportunities that exist.

I hope that you find the contents of the newsletter interesting and applicable and I invite you all to come in contact with us to discuss these or other topics of common interest. Any suggestions or propositions are welcome.

If you find this newsletter useful, please feel free to forward it to anyone you think may benefit from reading it.

Ioanna Leontaraki
Newsletter Editor

About Us

Our Vision is to contribute to the creation of an environment that promotes entrepreneurship, research and the extroversion of businesses, creating long-term relationships with them, society and the academic community.

The goal of the Institute of Entrepreneurship Development is the refinement and development of entrepreneurial spirit of small-to-medium sized businesses, the promotion of research and development, and the enhancement of cooperation with research centers and businesses.

The need for the foundation of the Institute: During the last years, entrepreneurship and business activity has constituted as a contributing factor in the development of the economies of countries throughout the world. The European Union, promoting its idea of entrepreneurship in member states, is enhancing its efforts through a wide span of programs and initiatives that it publishes.

Even though much effort from both the European Union and local authorities has been put towards the development of entrepreneurial spirit, a lack of business culture and mentality has necessitated the direction which the **Institute of Entrepreneurship Development**, a non-profit organization that was founded in 2005, has taken.

Objectives of the Institute:

- ◆ Promotion of the philosophy and principles of entrepreneurship
- ◆ Development of a business field of dialogue and cooperation
- ◆ Undertake of initiatives in the field of research
- ◆ Support of innovative business ideas
- ◆ Provision of consulting and educational services on issues pertaining to entrepreneurship
- ◆ Cooperation with other institutions
- ◆ Informing the public on matters of business
- ◆ Contribution to the design and materialization of peripheral and national politics on matters of entrepreneurship

Leonardo Da Vinci: European Professional Marketing Expertise – EMC Pro

The **Leonardo Da Vinci Programme** is aimed towards professionals that may develop their career in any areas of the field of Marketing and who do not have any formal training in the field or may lack academic recognition and/or certification, having gained their competences through work.

Through a series of processes, the professionals will improve their already acquired competences with recognition and certification, further developing their professional career and upgrading their already acquired competences through the knowledge and vocational training they will gain.

The primary goal of the program is to develop a process of certification that will enable professionals in the field of marketing to accredit their competences, which have been acquired on-the-job, across Europe.

Objectives:

- ◆ Provide professionals in the area of Marketing the opportunity to certify their competences
- ◆ Facilitate the recognition of the competences of marketing professionals
- ◆ Aid in the development of marketing professionals
- ◆ Facilitate the training needs of marketing professionals
- ◆ Establish European standards concerning the competences necessary to the marketing profession
- ◆ Allow for the comparison of marketing competence across national boundaries
- ◆ Raise the standards of marketing professionalism
- ◆ Provide with higher transparency and efficiency in the human resource selection process

EQUAL-Society: Network of support for Women. Growth of Social Entrepreneurship and Activation of Volunteers.

The **Institute of Entrepreneurship Development**, in collaboration with local institutions and authorities, has undertaken the materialization of five action plans of the Equal-Society initiative for the development of innovative methods for the promotion of employment.

The Action Plans that will be materialized concern the following areas:

- ◆ The Municipality of Antichasion
- ◆ The Municipality of Gonnon and the Agro-touristic women's cooperative – Antigonides
- ◆ The municipality of Melivia and the Association of Women of Agiokampos-Skiti-Polydendrou
- ◆ The Municipality of Larissa
- ◆ The Municipality of Panagia



Calendar of Events:

September 2007

14: Women, Power and Peace – Rhineback, NY

22: Changing Paradigms in Management – Chidambaram, India

25: EBRF 2007 – Research Forum to Understand Business in Knowledge Society – Finland

26: Small and medium enterprises in European economies and all over the world 3rd Edition – Cluj-Napoca Romania

29: Empowerment of Women through Adult Education – Mumbai, India

October 2007

19: 3rd Liberian International Business Conference – Aveiro, Portugal

23: Global HR Forum 2007 – Seoul, Korea

24: 5th International Conference on Entrepreneurship and Innovation – Windhoek, Namibia

25: The 2nd annual Max Planck – IISc International Conference on Entrepreneurship, Innovation and economic growth – Bangalore, India

EQUAL-Society cont.

The program aims towards the fight against social inequality and gender discrimination that exists in Greek communities. This will be achieved through the growth of employment of women in the local communities and through the enhancement of social entrepreneurship.

The groups that will benefit include:

- ◆ Unemployed women that are threatened with exclusion
- ◆ Working women that want to improve their enterprising situation
- ◆ The wider local community

Business Life

Entrepreneurship: Creating conditions for success in Europe

Much debate exists as to whether Europe is creating the appropriate environment for the success of entrepreneurs and businesses, since it seems that more and more individuals are more reluctant to start a company and the EU has outgrown the US by double in the total number of business failures.

It is interesting to note that 99% of all companies in the EU are categorized as SMEs. They are, by far, the largest segment of the EU economy, with a total of 23 million enterprises that retain approximately 75 million people.

Even though, according to the article, SMEs have the potential for dynamic, possibly greater than that of big enterprises “due to their small size and lean structure”, belief exists as to the need for growth and development in both Europe and globally.

Attempts have been made by the EU to encourage entrepreneurship but it seems as though citizens of the EU are more risk-averse than those of the US, and it has been observed that EU businesses have a reduced growth rate

when compared to the US.

On June 5th 2007, professionals, including “entrepreneurs, academics and policymakers” reached certain conclusions at a debate that was hosted by Microsoft during the 3rd Annual SME day, as to necessary changes with regards to the development of entrepreneurial spirit and the expansion of SMEs, which were the following:

- Amplify the flexibility of employment;
- Severely raise the levels of funding of fundamental science research in universities;
- Reduce the barriers relating to immigration;
- Create an educational system that will cultivate the minds of young individuals early on with regards to entrepreneurship;
- Establish exclusive rights for Europe, and;
- Restructure the capital-tax system to allow more individuals the opportunity of investing in IPOs of companies.

Motivation Quote of the Issue:

“You can not build a better world without improving the individuals. To that end, each of us must work for (our) own improvement.”

- Marie Curie





ALDA and the Local Democracy Agencies have been in service for more than 14 years and have developed largely into a network throughout Europe, consisting of more than 300 partners and over 25 European member countries. The network provides as a means to encourage democracy, human rights and sustainable development at a regional level.

The main activities of the Association can be grouped as follows:

- Field work in South East Europe and the Southern Caucasus through the 12 Local Democracy Agencies
- Best practice exchanges and awareness-raising throughout Europe with its partners and members.

Currently, ALDA is in progress of materializing and working on the following key areas:

1. promotion and management of projects in cooperation with European member and partners, in particular with regards to active citizenship and civil society participation;
2. coordination and development of the network of the LDAs;
3. promotion and management of pilot projects dealing with civil society and local governments in Belarus and Russia.

Maison des Associations,
Place des Orphelins 1/A
67075, Strasbourg, France

Tel: +39 0444 540146
Fax: +39 0444 231043
Web site: <http://alda-europe.eu>

Useful Websites:

- **AFAEMME** Association of Organisation of Mediterranean Businesswomen www.afaemme.org
- European Commission – “Funding opportunities”
<http://ec.europa.eu/youreurope/nav/en/business/funding/info/index.html>

Cooperating Institutions



The informative electronic newsletter is published by the Institute of Entrepreneurship Development and constitutes voluntary effort of its members, the opinions and the comments of which do not necessarily express the Institute's views. A primary objective of this newsletter is **bidirectional communication**. We would like your suggestions for upcoming issues. You can send information, inquiries, proposals and general comments that could be published to the following address:

newsletter@entre.gr

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Ioanna Leontaraki

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