

EMMA 
ENTREPRENEURSHIP METHODOLOGY
MEDITERRANEAN ASSISTANCE



BEING WOMAN IS A BIG BUSINESS



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- **ADRAL/APME**
27th – 28th June 2012 in Évora Alentejo - Portugal
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18th – 19th April 2013 in Granada – Andalucía - Spain



APME invites you to attend the 5th EMMA's Workshop – **Women Worldwide Window**, to be held in Évora at D. Manuel's Palace, next 31st January 2013 (15H00 -19H00 CET). This Workshop will be live broadcast to EMMA's partners in Greece, Italy and Spain.

- Sponsors:**
- Bilateral Commercial Relations
 - Argentina - CCAP
 - România - CCIPR
 - South Africa - CCILSA
 - United States of America - CCAP
- Program:**
- 15H00 – Coffee-break
 - 16H30 – Open Questions
 - 19H00 – Closure



A APME realiza o 5º Workshop – **PÓE-TE À JANELA**, integrado no Projecto EMMA - **ALENCRIS**, em Évora, no Palácio D. Manuel (Jardim da Cerca – Centro Histórico) no dia 31 de Janeiro de 2013, entre as 14H00 e as 18H00.

- Programa:**
- África do Sul - CCILSA
 - Argentina - CCAP
 - Estados Unidos - CCAP
 - Roménia - CCIPR
- 15H30 – Coffee-break**
16H00 – Questões e Dúvidas
18H00 – Encerramento

EMMA PROJECT NEWSLETTER N. 6 APRIL 2013

EMMA is a transnational project with the aim of promoting innovation and presence on the market of SMEs with female management and promote regional, national and EU policies to improve their work environment.

The project, developed by Umbria Region and Sviluppumbria, aims to define an effective tool to sustain female SMEs, particularly those affected by the consequences deriving from the current worldwide economic crisis.

TRANSNATIONAL TRADE FAIRS (TTFs) AND LOCAL INITIATIVES (LIs)

The TTFs has been organized by the partners:

- **ADRAL/APME:**
7th - 28th June 2012 Évora - Alentejo - Portugal
- **SVILUPPUMBRIA**
28th - 30th September 2012 in Bastia Umbra
Umbria Region - Italy
- **N.E.A.**
26th - 27th October 2012 in Patras - Achaia - Greece
- **DIPGRA**
18th – 19th April 2013 in Granada - Andalusia - Spain

A) ADRAL/APME

27th - 28th June 2012 in Évora - Alentejo - Portugal

ADRAL promoted the EMMA space, attended by six of the women entrepreneurs supported by the project in the Region, under the Fair S. John in Évora, the most important fair in the region.

In this space, the entrepreneurs, between June 22nd and 1st of July, had the opportunity to exhibit and sell their products, sharing a space of both promotion and exchange management ideas and experiences.

For this action ADRAL signed a services contract with ANJE - National Association of Young Entrepreneurs (promoter of the Fair), for a set of services to support the “EMMA space” and the organization of the Local Initiative and the Videoconference.

The first stage of realization of this event concerned the selection of women entrepreneurs that would take part in EMMA space - TTF.

The EMMA Space was integrated in an Area Business of the Exhibition Pavilion. It should be noted that this Pavilion was shared with regional entities, of public and private nature, that work in assuring support to business and to entrepreneurship, with which EMMA's Entrepreneurs could share their

regional networks, legislative and fiscal issues, etc. Another important aspect of EMMA participants was to increase their business opportunities. The event with the participation of businessmen, entrepreneurs and visitors, allowed the participants to raise buyers and establish a profitable network contacts.

Regarding the event the entrepreneurs gave a general positive evaluation of the event, they found it extremely positive for their businesses. In a short term, the fair allowed them sales of their products and contacts with possible buyers, and in the medium-term, good perspective of knowledge of markets, suppliers and competitors.

The event included a presentation on the major regional financial incentives that could be used by the entrepreneurs for the consolidation of their business. This presentation has included also a practical approach in solving real cases presented by the entrepreneurs, allowing them to work on their business plans.

This Fair represented the first step in the creation of the regional EMMA network.

LI and Videoconference

On 27th of June ADRAL developed the Videoconference, as a test videoconference, "Female entrepreneurship – Becoming an entrepreneur EMMA". In occasion of the official Portuguese 5th Workshop of EMMA - Women Worldwide Window – held on 31th of January 2013 in Évora, was organized LIs in the other territories of the project.



B) SVILUPPUMBRIA, 28th – 30th September 2012 in Bastia Umbra – Umbria Region - Italy

The TTF organized by Sviluppumbria was been a large public event. The organization of the Fair was done through the involvement of all the parties like Public Authorities, SMEs managed by women and their representative associations, key actors, stakeholders and experts of the sector.

The main target was to bring together all relevant stakeholders in order to exchange ideas and views and to provide the appropriate environment for business and commercial collaborations. In the TTF organized by Sviluppumbria fifteen women entrepreneurs were hosted.

The period chosen to carry out the event was September 28th -30th 2012, this was due to catch the opportunity to insert the Transnational Trade fair of Sviluppumbria inside the biggest fair/event organized in the regional territory called Klimahouse Bastia Umbra.

The communication activity concerned the event was realized through flyers, written personal invitation through web and alert mailing.

Sviluppumbria has also sent invitations to the political actors of the region and to the different economic actors in order to give an important visibility and assure to the event a large participation.

To assure the better dissemination of the TTF Sviluppumbria has printed posters and a catalogue of the participants. The area that hosted the participants entrepreneurs and the videoconference was designed by Sviluppumbria in a way to better assure all the necessary visibility to the Emma Project.





Sviluppumbria, according to the fixed criteria, selected fifteen women entrepreneurs to host in its TTF event.

The women entrepreneurs came from throughout the Region Umbria, the enterprises cover different business sectors.

In the first day of the Fair there was a conference titled "Conservare innovando" (to preserve...innovating)", in which many institutional actors took part to the event: representatives of the Italian Ministry of Economic Development, representative of the Regional council and representatives of female association.

There was also an important participation of women entrepreneurs representatives of the local economy.

LI and Videoconference

Sviluppumbria's videoconference took place on Friday morning 28th of September at 10 am (italian time) and was organized in the Fairgrounds Umbriafiore in Bastia Umbria, inside the stands dedicated to Emma Project. The videoconference had a duration of about one hour and half.

The moderator of the event was an italian journalist in charge of the Italian public TV. During the initiative each Italian woman entrepreneur introduced herself to the others, in order to foster possible commercial partnerships.

C) N.E.A., 26th - 27th October 2012 in Patras - Achaia - Greece

The TTF realized by NEA was a large public event, where the main purpose was the concentration of the forces of the female entrepreneurship and the innovation, where with appropriate assistance they could show off not only their entrepreneurial works but also enhance both their extroversion and knowledge.

The place chosen for the exposure was the Hall of Conferences of Chamber of Commerce of Achaia. This choice was made due to the fact that it is a place familiar to entrepreneurs, it is located in the city centre, it is accessible to the general public, and it has also all the necessary infrastructure to house an exhibition and LI.

It was published an "Open Invitation of Interest" addressed to women entrepreneurs to express their interest in participating in the exhibition, but also to inform the public about carrying out of this event. Also ten days before the carrying out the Fair event, were published press releases on the local print and on electronic media to raise public awareness and encourage the participation in the TTF event.

Regarding the communication strategy that was followed, there was interest from the major local media, print and electronic, to contribute in raising public awareness as media sponsors through advertising banners and radio interviews.

NEA sent invitations to all political actors of the whole region and has also sent invitations to scientific bodies (economical chamber, mechanic engineering chamber) operators and others economic actors in order to invite them to attend the opening of the TTF event, but also to come and interact with the exhibitors.

Concerning the dissemination of the TTF event and the information for the visitors of the exhibition, Nea has printed 100 posters, 500 participants catalogues, 4 roll up banners, moreover it was distributed to the visitors informative material of the project .

Regarding the 20 companies that expressed interest in participating the fair, in accordance with the selection criteria set, were selected 11 women entrepreneurs, they eventually participated in the two-days TTF event. The women entrepreneurs came from throughout the Region of Western Greece and they are interested in 11 different business activities.

During the preparation and the implementation of the TTF, NEA invited the Region of Western Greece, the Chamber of Commerce of Achaia, the Municipality of Patras City, that have also participated the event.

It is very important also to notice the remarkable support offered by the local media that supported the TTF as communication sponsors.





LI and Videoconference

The LI took place on Friday 26th October at 3 p.m., connecting in videoconference with the place chosen by NEA, the conference hall of the Chamber of Achaia. The duration of the event was 1 hour and 15 minutes. All the Partners participated. The picture on the right shows the participant women entrepreneurs with the Head of the Region of Western Greece and The President of N.E.A.

D) DIPUTACIÓN DE GRANADA, 18th – 19th April 2013 in Granada – Andalucía - Spain

The Transnational Trade Fair was a major public event during which was presented the work of entrepreneurs to the general public. It served to promote and advertise their business and to involve economic agents, specialists in business and representatives of the print and electronic media.

It intended firstly to provide a forum for discussion and exchange of new ideas and points of view to seek to achieve an appropriate environment for the commercial and business collaboration.

Business Promotion and Consolidation Service of the Government of Granada hold on 18th and 19 th April the Provincial Entrepreneurs Days 2013 at CIE building. This event, which aimed to be a meeting point for entrepreneurs from all corners of the province, provided a unique opportunity to find answers to the key questions that arise in the implementation of a business idea.

Main element of diffusion used was the website www.granadaempresas.es with a banner to access to the information and the registration form.

At the same time, the information regarding the event was sent to all the registered users on the Enterprises Service. It was also made an online media campaign consisting in sharing e-mail marketing, Google Adwords and Facebook advertising.

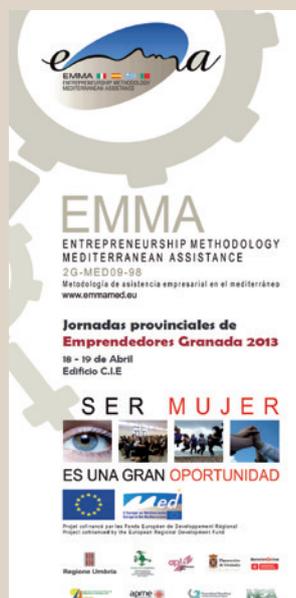
Moreover, all the municipalities in the province received a letter with the information regarding the Fair, it was also requested their cooperation in order to facilitate to the people interested the following of the event via streaming.

As a result of the diffusion activity realized, were reached 242 inscriptions until the closure of the registration period for not having more capacity to host people in the facilities, although the attendance at the entire event was free. Available screens were organized to allow to follow the seminars outside the main room

Entrepreneurs from all areas attended the Fair, especially in the service sector, education, IT and telecommunications, consulting and legal aid and also from the fields of marketing and online services, as well as public services, employment workshops and administrations.

The Transnational Trade Fair of Granada was inaugurated, with a press conference and apposite interviews, on the morning of Thursday April 18th by Mrs. María Merinda Sádaba, Deputy Delegate of Provincial Development and Employment, there was also the attendance of Jorge Saavedra, Councillor for Education, Consumer Affairs and Employment of the city of Granada.

The main activities were practical workshops where the consultants worked intensively and directly with the 15 entrepreneurs on the main aspects of drafting a business plan of each business venture. There was also an Intensive Conference Session, seven talks concerning the fundamental contents to analyze the feasibility of a business project. There was a session devoted to the internationalization of companies, which was held in English and was the basis for the organization of Local Initiative by EMMA partners.



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