



ALBANIAN INSTITUTE OF SME
Summer Academy 2017



KÖSTINGER
INTERNATIONAL CONSULTING

Summer Academy for SMEs / 10 – 15 July 2017 / @Qendra Rinore , Rruga e Kavajës, Nr. 8
Program for the Summer Academy for SMEs (SASME) in Tirana/Albania, 10 – 15th July 2017

DAY 1 - 10 JULY 2017	
10:00- 10:30 Registration Presenting the Academy and welcoming participants	
Opening the Academy: Mr. Elton Shametaj, Executive Director, SME Albania Mrs. Asetila Köstinger, Programme Director – SASME	
Welcoming Remarks: Mrs. Ajola Xoxa, Consultant	
1. Lecturer: Ms. Edona Bilali – Topic: Standards and Quality	
Time	Topic overview
10:30-12:30	Standards – quality control – system of quality management: basic principles and concepts
12:30-13:30 Lunch Break	
2. Lecturer: Mr. Gregor Jänin – Topic: Health and Safety	
13:30-16:00	Why should we care about health and safety at work? What are the costs and benefits of bad management?
16:00 Closure	

DAY 2 - 11 JULY 2017	
3. Lecturer: Mr. Daniel Guce – Topic: Supply Chain Management	
4. Lecturer: Mrs. Asetila Köstinger – Topic: Internationalisation of SMEs	
Time	Topic overview
10:00-12:30	Supply Chain Management Internationalisation of SMEs, open markets
12:30-13:30 Lunch Break	
5. Lecturer: Ms. Rafaela Rica – Topic: Leadership	
13:30-16:00	Leadership and communication: are you a leader or a manager?
16:00 Closure	



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Summer Academy 2017



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DAY 3 - 12 JULY 2017

6. Lecturer: Ms. Ermela Kripa – Topic: Cash flow management

Time	Topic overview
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10:00-12:30	Cash flow management, Sales forecast
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12:30-13:30 Lunch Break

7. Lecturers: Ms. Evisi Koplaku

Topic: European Union Programmes for SMEs – opportunities for access to finance and internationalisation of SMEs through EU Programmes

Ms. Erinda Ferhati Zoto – Topic: Access to Finance

8. Lecturers: Ms. Migena Muslli

Topic: Services to SMEs through European Enterprise Network (EEN)

Albania – specific information on opportunities to internationalise

Ms. Ada Elezi

Topic: Support schemes / grants for SMEs at Albanian Investment Development Agency

13:30-16:00	Access to finance for SMEs, Opportunities for internationalisation; How to access EU programmes and funds?; How to access albanian grants and other financing and support schemes?
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16:00 Closure

DAY 4 - 13 JULY 2017

9. Lecturer: Ms. Teuta Strazimiri – Topic: Marketing Intelligence

10. Lecturer: Ms. Dorina Laci – Topic: Sales and effective communication

Time	Topic overview
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10:00-12:30	Marketing Intelligence; Sales and effective communication through social media management.
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12:30-13:30 Lunch Break

11. Lecturer: Mr. Fabio Rocchi – Topic: E-commerce

12. Lecturer: Ms. Elida Motro Iliazi – Topic: Human Resource Management

13:30-16:00	E-commerce, Human resource management.
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ALBANIAN INSTITUTE OF SME
Summer Academy 2017



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16:00 Closure

DAY 5 - 14 JULY 2017

13. Lecturer: Ms. Ingrid Konomi – Topic: Marketing

Time	Topic overview
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10:00-12:30	Marketing, branding, online marketing, managing relationship with clients.
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12:30-13:30 Lunch Break

14. Lecturer: Mr. Artan Hoxha – Topic: Open Lecture

13:30-14:00	Open Lecture
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15. Lecturer: Ms. Andia Dragoj – Topic: Intellectual Property Rights

14:00-16:00	Intellectual Property Rights
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16:00 Closure

DAY 6 - 15 JULY 2017

16. Lecturer: Mr. Erion Curraj – Topic: Innovation

Time	Topic overview
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09:00-10:30	Innovation for SMEs: why, when and for what purpose? Moving forward in the value chain and forecasting changes
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17. Lecturer: Ms. Valbona Mezini – Topic: The use of Social Media by Business

10:30-11:00	The role of Social Media in support of entrepreneurship
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11:00-11:10 Short Break

China Day

18. Lecturers: Mr. Lian Gang, Commercial and Trade Counselor, Embassy of China
Mr. Chen Kailong, Third Secretary, Embassy of China
Mr. Li Gang, Attache, Embassy of China



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Topic: Intercultural Competences Doing Business in China (<i>internationalisation</i>)	
11:10-12:30	Internationalisation to China, Getting to know the chinese market, Doing business in China
13:00 - Awarding of Certificates Awarding of “Winner prize” to the 2 best performers (SMEs) Closing Ceremony Mr. Elton Shametaj – SME Albania Mrs. Asetila Köstinger – Köstinger Consulting Mr. Lian Gang – Embassy of China Mr. Chen Kailong - Embassy of China Mr. Li Gang - Embassy of China Ms. Marinela Jazoj – Albanian Association of Foreign Investors (FIAA) Ms. Emanuela Zaimi – Down Syndrome Albania	

*FREE PARTICIPATION

*DONATION OF 30 EUR (voluntarily) for Down Syndrome Albania

We value CSR, we support important causes!!!