

The Leonardo da Vinci mobility project VITTI aim is to implement an international vocational trade training program – The ITM Worldwide Concept – into Bulgaria, Croatia, Greece and Rumania to make it possible for small and medium-sized companies to grow internationally. Trade Training Organizations in Sweden, Estonia and Slovenia will transfer knowledge and experiences to make this happen.

The need

The growth of small and medium-sized companies is an issue of common concern worldwide, and of strategic importance to small countries whose economies are largely export-dependent. The biggest obstacle that international expansion continues is lack of qualified trade knowledge. The need for international trade competence within SMEs has never been more pressing. The VITTI Project will meet this need.

VITTI Project kick-off in Tallinn, Estonia 12-14 September

VITTI porters and SMEs from Bulgaria, Croatia, Estonia, Greece, Slovenia and Sweden met for the first time in Tallinn in conjunction with the 38th IATTO Forum. IATTO is the International Association of Trade Training Organizations.

www.iatto.org

The agenda for the meeting was to prepare for the study on export training need and market analysis in each country,



The ITM Worldwide Concept

The ITM Worldwide Concept originates from Sweden and has been developed by seven Trade Organizations in Europe sponsored by EU. More than 1.800 export managers and export trainees have been trained in 24 countries in Europe, Africa and Caribbean in partnership with Trade Organizations.

www.itmworldwide.org.



The Vitti partners and SMEs took part in the "Change Management Simulation Seminar" by Professor Albert A. Angehrn, INSEAD together with small and medium-sized export companies from Estonia and Lithuania. This seminar is part of the ITM Worldwide Concept.

To enter a new market, to launch a new product or change the organizations you need to be ready for change.

The VITTI implementation strategy

- Learn about the ITM Worldwide Concept from Sweden, Estonia and Slovenia
- Do an export training need and market analysis in each country
- Make an implementation plan
- Take part in ITM Worldwide seminars together with SMEs
- Build a virtual international business network for exporting SMEs
- Cooperate cross border to offering joint high quality international trade seminars to SMEs



Education and Culture DG

Lifelong Learning Programme