

*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 Romania 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.*

## **Ljubljana, Slovenia 27-29 May**

VITTI partners from Bulgaria, Croatia, Estonia, Greece, Romania, Slovenia and Sweden met in Ljubljana to take part in the ITM Worldwide International seminar together with SME Export Managers and Slovenian ITM 2013 Participants. VITTI Partners also had Partners meeting and discussed VITTI Project matters.

## **Slovenia - a Partner in the ITM Program since 2006**

With the aim to give a helping hand to Slovenian SMEs in their effort to speed up the pace of entering foreign markets, save them some money by avoiding common mistakes made when engaging in international trade, increase efficiency and give a boost to the diversification of their export operations, Spirit Slovenia signed up back in 2006 as a partner agency to the implementation of the International Management Trade Training Programme - ITM.

Being fully aware of how valuable training is when coupled with industry-specific practice, the Government of the Republic of Slovenia has included the ITM Programme in its Programme for Promotion of the Internationalization of Slovenian Companies for the period 2010-2014.

The satisfaction of the Slovenian participants with the ITM Programme is exceptional. In 2012, as many as 50% of the participants said that the course exceeded their expectations.

Within the first three generations, the ITM Programme was successfully completed by 27 participants. Together, Slovenian companies, whose employees participated in one of the first three generations of ITM Programme, entered more than 43 foreign markets in years 2007 – 2011. Their sales revenues in international markets have in average yearly increased by 44 % which is beyond all expectations.



## **International Seminar in Market research**

The VITTI partners and SMEs took part in the seminar Market research by Mrs. Jean Sutton from Actionline Research & Training Ltd. It is one of the best graded international seminars by ITM Participants. The Market Research seminar gives participants an understanding of all necessary steps in undertaking a market research project.



## **The Agenda for the VITTI Partner meeting**

The agenda for the VITTI Partner meeting included several items, such as exchanging information among Partners about promotion activities (newsletter and local meetings); final reports on the Market and Need Analysis, discussion about possibilities of the implementation of ITM program in each partner country and activities regarding the continuation of VITTI Project.