

INVITATION

Dear Madame or Sir,

GIVE European Strategic Cluster partnership is glad to invite

- all companies having interests to go and try to establish business in Taiwan, China and Egypt
 - to participate and learn;
- all companies having experience working in China, Taiwan and Egypt
 - to share, contribute and support;
- all stakeholders, clusters, regional and national authorities and business support organizations working for SMEs internationalization and SMEs competitiveness;

to attend the conference “GIVE” Going International

WHO WE ARE?

Green ICT Development partnership includes 8 partners from 6 countries and three regions. ICT Cluster from Albania, Bulgaria, North Macedonia, Romania and Serbia in collaboration with Automotive Cluster Bulgaria, Automotive Cluster Serbia and Green and Smart Technology Cluster from Latvia join their efforts to support the internationalization of SMEs towards emerging global markets - China, Egypt and Taiwan. We believe that regional SMEs have innovation potential to go on Global Markets working together in a new value chains in the field of Green and Smart Technologies.

Automotive



Renewable energy



ICT



ABOUT THE CONFERENCE:

During the event GIVE Partners will:

- Present future opportunities that will be provided to SMEs to establish successful business in China, Egypt and Taiwan.
- Invite experts from European Commission, IRP Help Desk; ENRICH China, Marketing and consulting companies to give information about the three markets
- Invite companies already working in China, Egypt and Taiwan to share experience
- Provoke interactive discussion on SME internationalization – barriers and opportunities
- Provide B2B opportunities with companies and clusters from 3 sectors and 9 countries – Albania, Bulgaria, North Macedonia, Serbia, Latvia, Romania, France, Croatia and Hungary.

Where?	Skopje, North Macedonia Location: Alexandar II, Skopje, North Macedonia, link from Google maps.
When?	28 November 2019 Time: 09:30 CET
How?	Registration form is available on the following link

Draft Agenda

09:30 – 10:00	Registration and coffee
10:00 – 10:30	Opening session <ul style="list-style-type: none"> • Mrs. Anita Nikova Bundovski, Executive Director of MASIT • Mrs. Anna Naydenova, Executive Director of ICT Cluster Bulgaria, GIVE Project Coordinator • Minister of Ministry of Information Society and Administration in North Macedonia
10:30 – 11:30	Session on Internationalization Strategy <ul style="list-style-type: none"> • “Presentation of GIVE Internationalization Strategy and presentation of future GIVE plans and activities” - Mrs. Anna Naydenova, Executive Director of ICT Cluster, Bulgaria, GIVE Project Coordinator • “Lessons learnt from the project implementation”

Coffee break

11:30 – 12:00

12:00 – 13:00 Panel I: <i>Opportunities and Challenges of Going to China</i>	13:00 – 13:30 Panel II: <i>Opportunities and Challenges of Going to Egypt</i>	13:30 – 14:00 Panel III: <i>Opportunities and Challenges of Going to Taiwan</i>
<ul style="list-style-type: none"> • “Internationalisation and the importance of Intellectual Property” Mr. Jim Stoopman, <i>Project Manager at China IPR SME Helpdesk</i> • “How to export your business on third markets?” Mr. Mārtiņš Tiknuss, <i>Managing Partner in Gateway & Partners</i> • “Experience from study trip in China, 2018” Mrs. Marina Blagojevic, <i>Director of ICT Network, Serbia</i> • “Finding the right ties with China market” Mr. Asllan Zeneli, <i>Consultant for the China market</i> • “Enrich China” 	<ul style="list-style-type: none"> • “How to expand your business to Egypt and Africa overall” Mr. Peter Statev <i>President of ICT Cluster, Bulgaria</i> 	<ul style="list-style-type: none"> • “Experience from living and working in Taiwan” Mrs. Irena Xhafa

Ending with Cocktail and Networking



Expect for future update of the agenda!



For any other assistance or information do not hesitate to contact **Elena Stoleska**, MASIT at the following email: elena.stoleska@masit.org.mk