

## GLOBAL SPIN – Transnational Entrepreneurship and Corporate Learning: Fostering Effective Internationalization Strategies in Academic Spin Offs

### ERASMUS + - KA2 KNOWLEDGE ALLIANCES

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More information: <http://globalspin.eu/>

Finishing off 2017 we are pleased to share the **second Newsletter for the GLOBAL-SPIN project**, supported by the **Erasmus+ - KA2 Knowledge Alliances Programme of the European Union**. This project aims to help promote competitiveness of **European Academic Spin-offs and Start-ups** in a **globalized market** via the development of an innovative and inclusive training tool.

- The project celebrated its **second partner meeting in Patras, Greece** on the 29<sup>th</sup> of September 2017, hosted by the partners at the University of Patras. This meeting focused on checking in on the overall progress made by the group so far, discussing the **results of the research** carried out, the **Training Programme** that will result from these results, the **Transnational Entrepreneurs Forum (TEF)**, and the **EU Multipliers**. The meeting was a good opportunity to update all partners on the current state of the project and to move forward with important questions.



*The GLOBAL-SPIN Project's second Partners' Meeting in Patras, Greece, 29<sup>th</sup> of September 2017 with all partners*

- The **research scope** has been carried out in four main phases: case studies and desk research, a survey, focus groups, and a research report. The information collected during this scope has been analysed by the **Finnish partner VAMK**, creating a final report about the current state-of-needs in partner countries. The results from this research phase are being incorporated into a training programme designed to target important skills and knowledge for the internationalisation of businesses.
- The **training programme developed by GLOBAL-SPIN** will include information in three main areas, with specific pillars of knowledge that have been identified as essential by the consortium according to the research collected.



- Unit 1 is dedicated to the **Learning and Growing for Transnational Entrepreneurs** and will be focused on such sub-sections such as an “Orientation towards Innovation” and the “Management of Multicultural Organisations and Teams.”
- Unit 2 will address the **Commercialisation of Products and Services**, working to provide insight into subjects such as “Company Branding” and “Digital International Marketing Strategies.”
- Unit 3 will be oriented towards helping companies with **Recruiting Global Talent** and includes pillars such as “How to Keep Your Top Talent” and “Mentoring Strategies for Integration and Success.”

Together, these pillars and units, offer a complete study process that can help Academic Spin-offs and Start-ups have a competitive edge in the international markets..

- The **Transnational Entrepreneurs Forum (TEF)** is now available for all interested and aiming to maximize the benefits that networking can provide for entrepreneurs. It can be accessed [here](#). Join us on our journey to help Spin-offs and Start-ups find the best resources for their international success.
- In addition, **EU Multipliers** that will help the project achieve maximum impact can be found on [this page](#).

