

Sticking dots ACTIVITY

1. Check the modules and its units and identify 5 **Key/crucial units that MUST be in a for training social entrepreneurs**
2. Use one sticker per option
3. Add any other topic that you think is relevant.

We will use your feedback to build up a **pilot training!**

ESESII PILOT TRAINING 2022

Training days: 28-30 November

Formant: Online

Language: English

Participants:

- Existing and aspiring Social entrepreneurs
- University students interesting in settling an international social enterprise

Registration: Mid-October through the SEPT website.

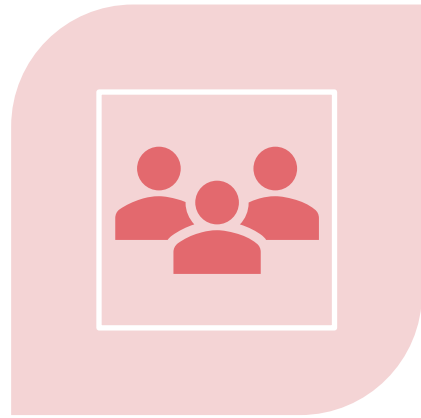


**Meet social entrepreneurs
from around the globe!**

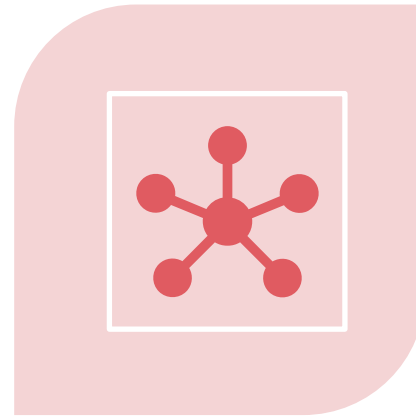
LET'S RUN ONE SHORT SESSION



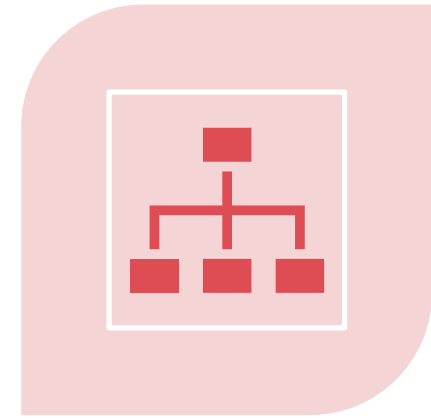
Looking for partners in the target country: Where to start?



Identify stakeholders



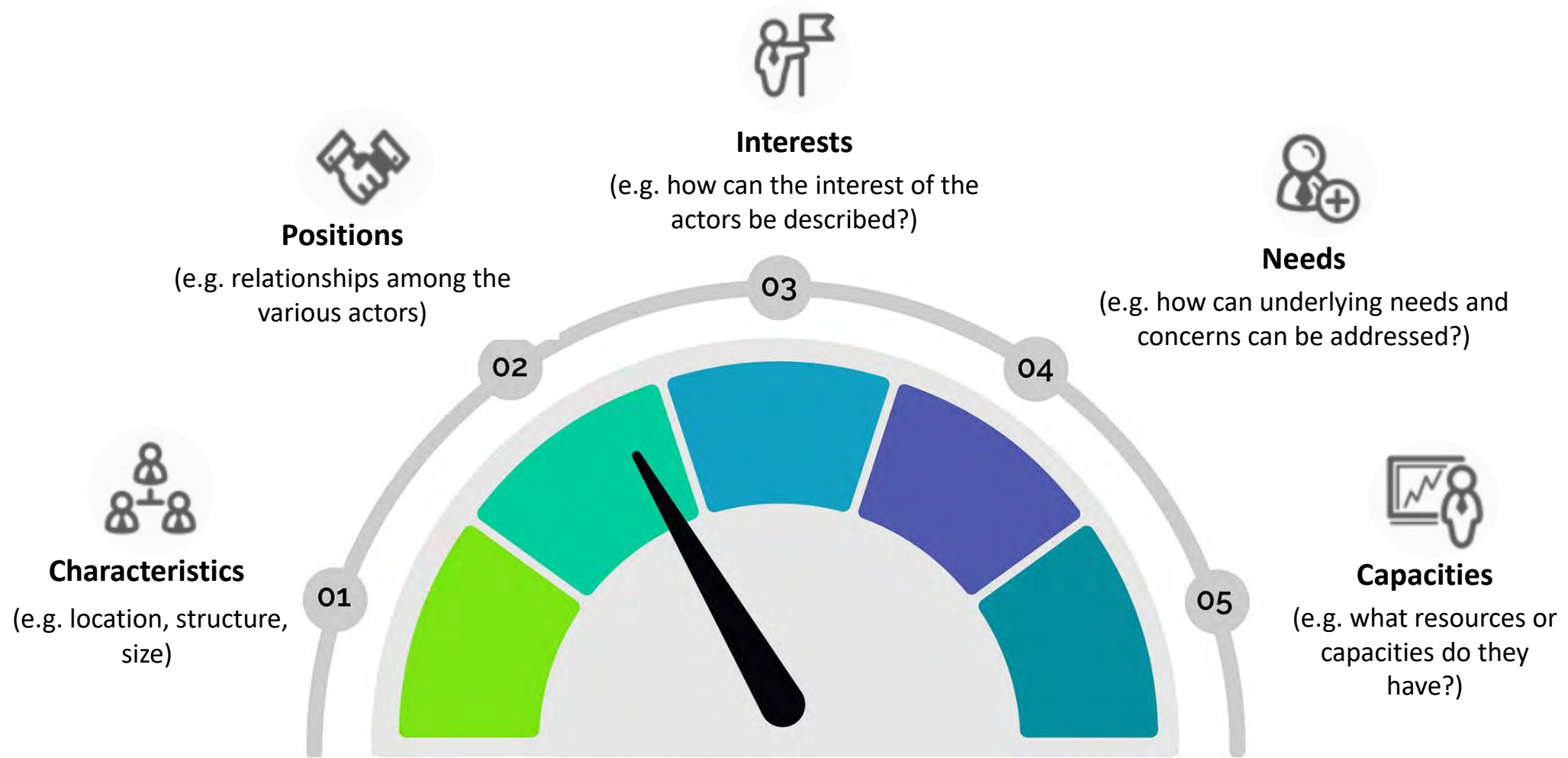
Map-out their influence and dependency



Assess their power relations, capacities and needs

Starting our stakeholders mapping

For each of the stakeholder, we should analyze:



Mapping Power – Interest (Matrix)

What are interests and incentives of actors? What is their power to get what they want?

- Potential to block/opponents

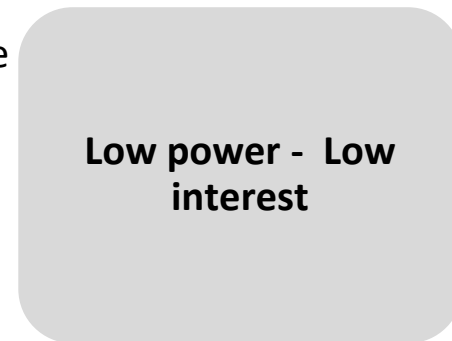
Strategy: Need for advocacy.
Encourage better involvement.



High power - Low interest

- May simply be unaware of the potential benefits

Strategy: Raise awareness.
Engage if resources permit.



Low power - Low interest



POWER / INFLUENCE



High power - High interest

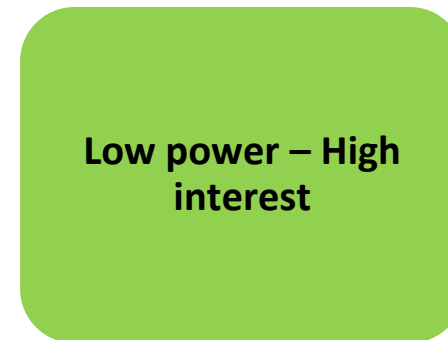
- Key players/allies
- Champions for change or supporters

Strategy: Fully engage.

INTEREST !

- Potential strong allies
- Need to empower them or strength capacities.

Strategy: Foster coalitions. Keep informed.



Low power - High interest

Source: Based on UNDP (2012)

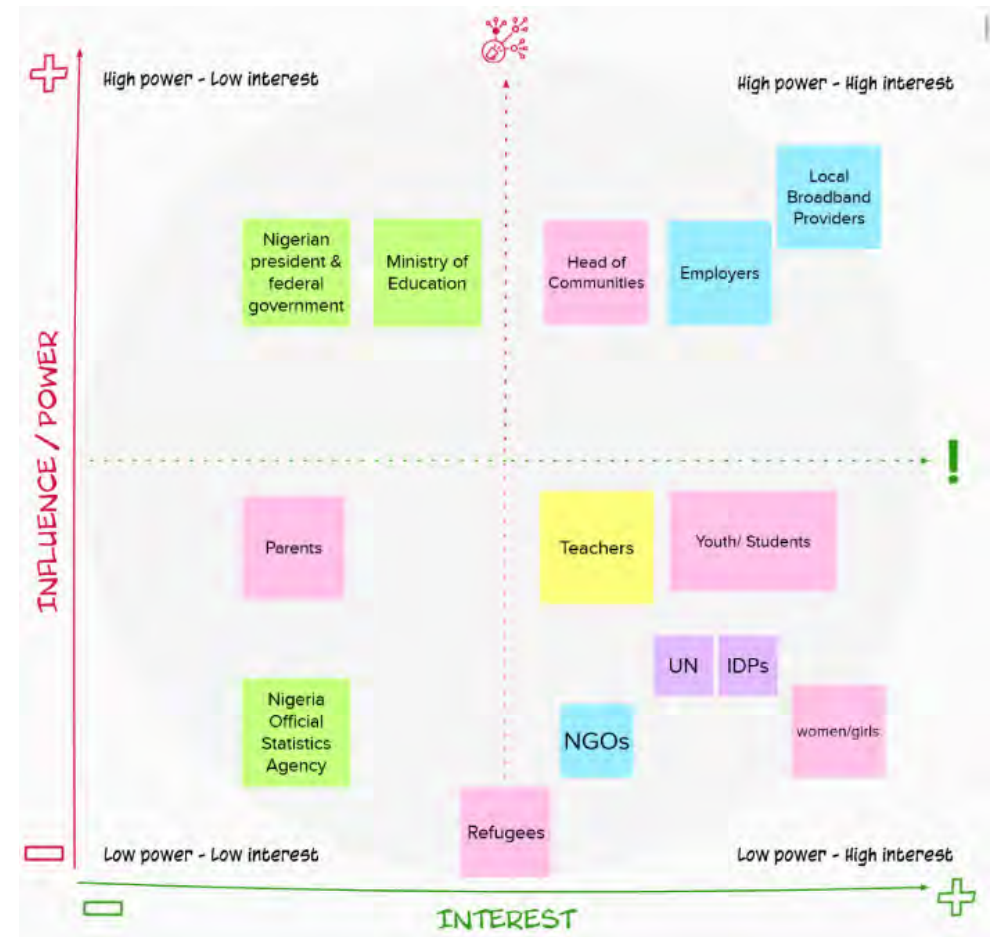
Group work: Stakeholders Map

Instructions:

1. **Define the WHAT.** What problem does your social enterprise aims to tackle in the foreign country? What is your initiative about?
2. **Define WHERE.** Where is the need that you want to tackle? Which country, region?
3. **Brainstorm:** Identify as many key stakeholders in the foreign market as possible. Write each one in post its.
4. **Locate** the stakeholders on the matrix



20 minutes



MAPPING STAKEHOLDERS EXERCISE – TRIGGERING QUESTIONS

Who are your stakeholders?

- Who are the main beneficiaries?
- Who is impacted by the problem?
- Who would benefit if the problem was solved?
- Who are the companies, non-profits, individuals, or governments that tried to solve the problem?
- Possible suppliers, investors?

INTERNATIONAL ENTREPRENEURSHIP FOR SOCIAL ENTERPRISES

Jazmín Ponce Gómez
Jazmin.ponce@uni-leipzig.de
SEPT Competence Center

30 **sept**
small enterprise promotion + training
YEARS
ANNIVERSARY



UNIVERSITÄT
LEIPZIG



THANK YOU!

CONTACT

- Prof. Dr. Jürgen Bode
- juergen.bode@h-brs.de



How to make universities play a role in catering to the needs of entrepreneurs, and the entrepreneurial ecosystem?

Keynote Prof. Dr. Jürgen Bode

Vice President International Affairs and Diversity

Hochschule Bonn-Rhein-Sieg University of Applied Sciences



01

**Needs of the
entrepreneur**

02

**Universities in the
entrepreneurial
ecosystem**

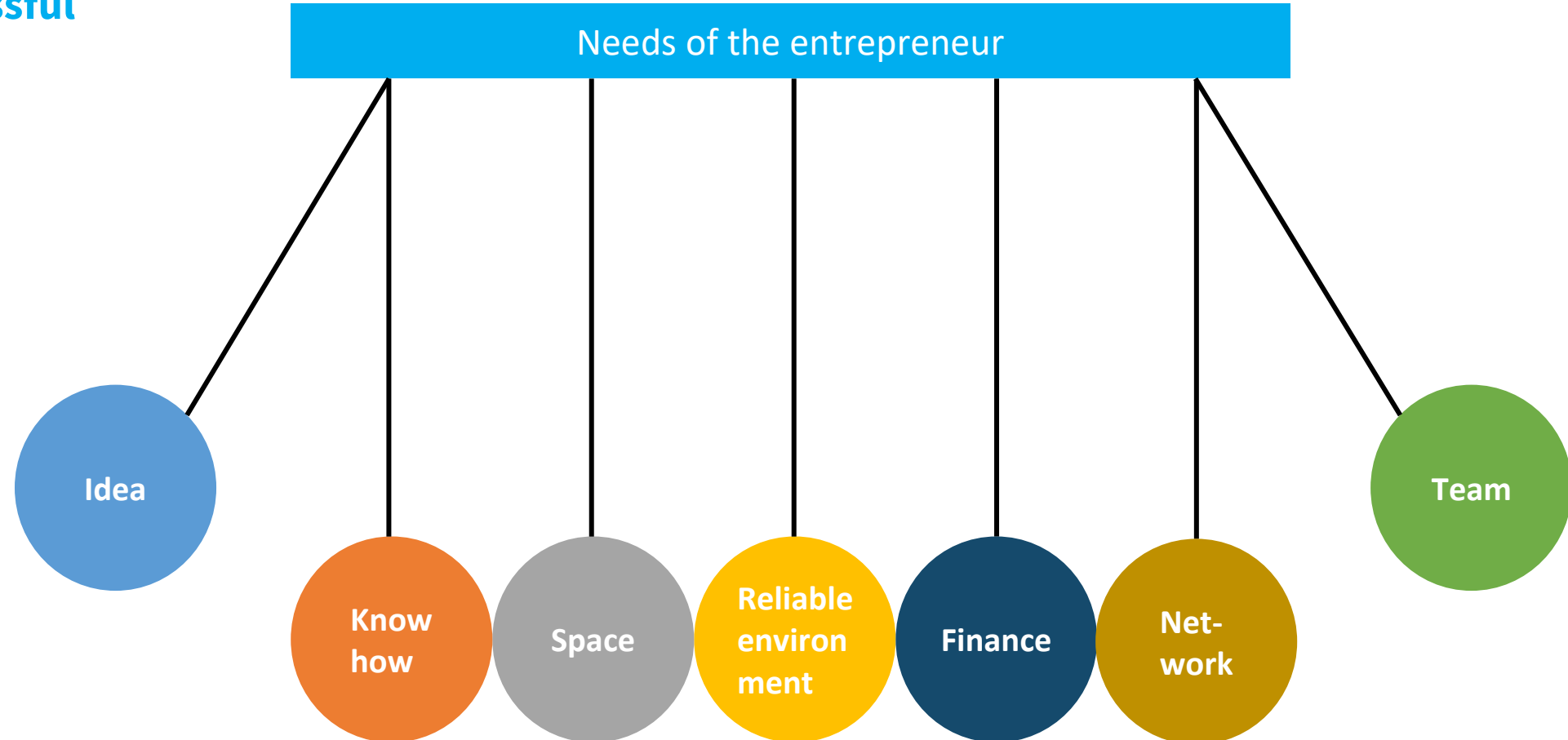
03

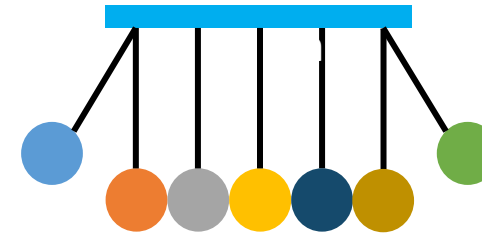
**Universities and
entrepreneurship in
Africa**

04

**Why German
universities engage in
entrepreneurship
education in Africa**

Entrepreneurs need an interplay of several factors to become successful





Many needs are yet unmet in the African university-based ecosystem

Team

- Teaming of students could be strength of universities, BUT...
- ...hard to overcome department barriers
- Need for experienced persons unmet

Network

- Alumni network of universities is barely tapped
- Business network usually poor (not rewarded by university policy)

Finance

- Practical know how and network of universities is insufficient
- Banks play no role (too risk-averse)
- Network to business angels is crucial

Idea

- Ideas are limited to student experience (Soft drinks, restaurant apps)
- Needs of businesses, society are unknown

Know how

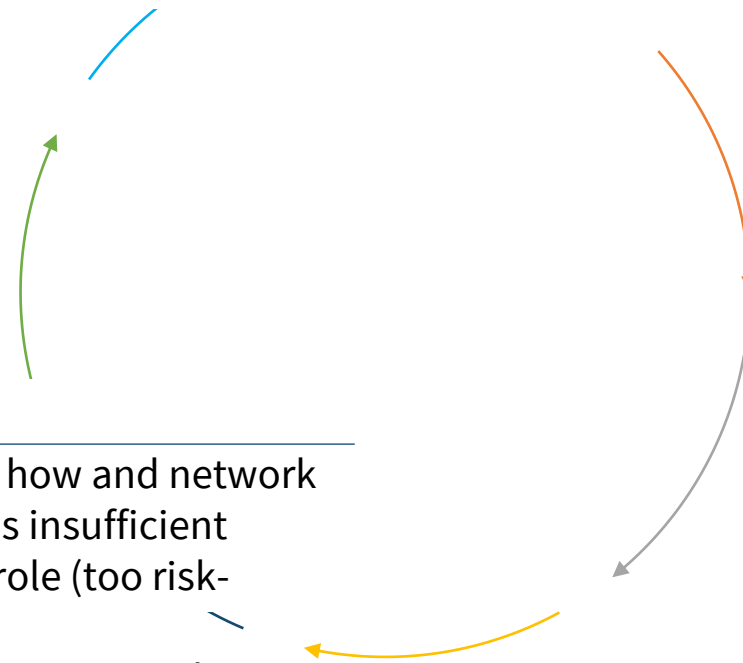
- Practical business knowledge is lacking (bookkeeping, finance, marketing, law, ...)

Space

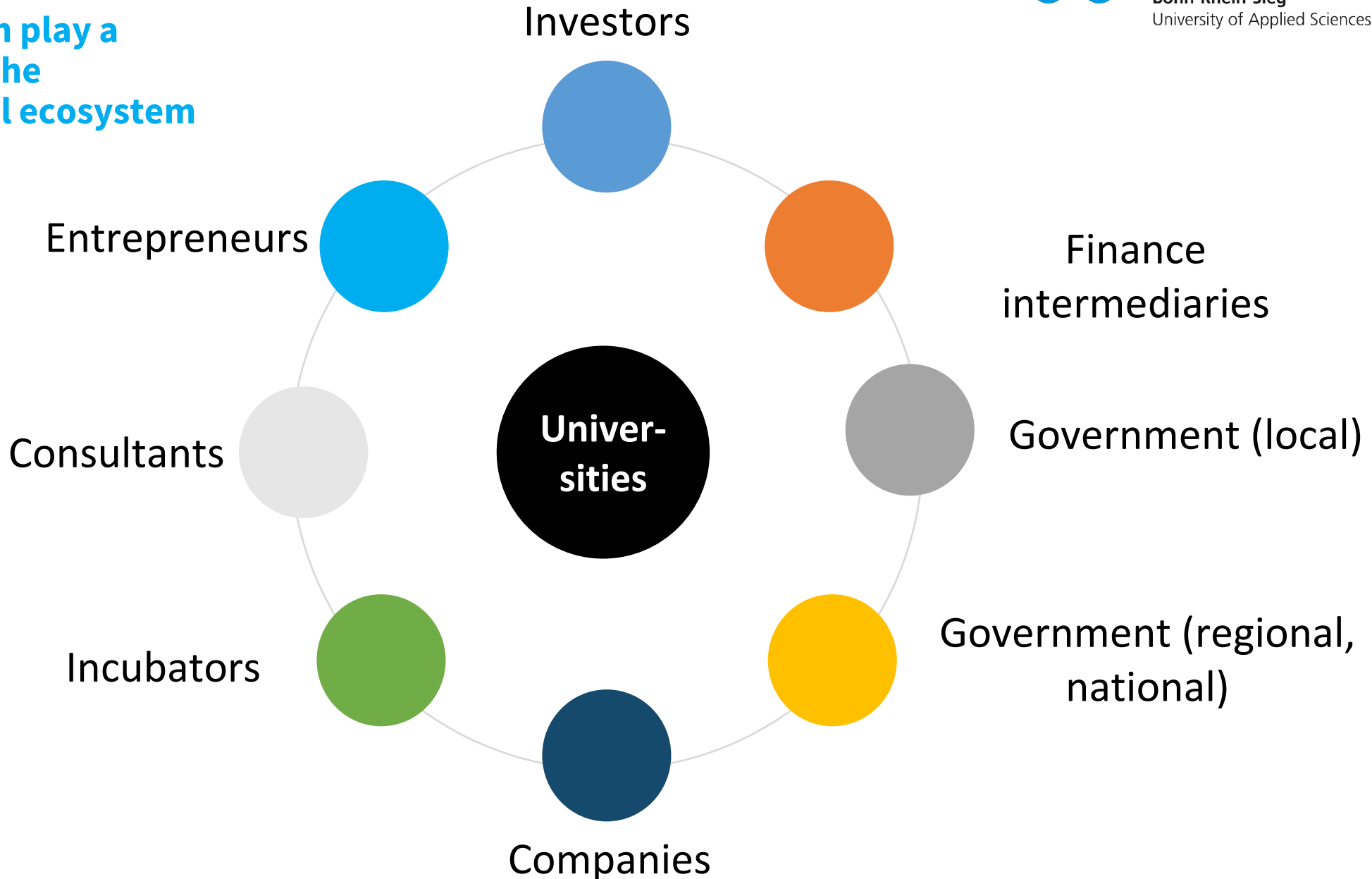
- Could be provided by university incubator
- Pricing?

Reliable environment

- Investors and entrepreneurs need long-term reliability (e.g., taxes, urban planning, interest rates)
- Policy makers must stick to their commitments



**Universities can play a
central role in the
entrepreneurial ecosystem**





Universities

Universities do not use their full potential in orchestrating the ecosystem

- Divert from purely academic view on teaching and research
- E.g. thesis writing on practical cases, recruitment of staff with industry experience
- Entrepreneurship training in curricula of all programmes
- Start-up competitions
- University campus as pilot market



Investors

- Universities to create platforms of exchange with investors
- Tap alumni and diaspora network
- Individuals as business angels for start-up finance



Government

- Universities to establish good contact to local gov't
- Local gov'ts can play important role: space, incubators, networks to companies, basic consultancy, removing „red tape“



Companies

- Universities not seen as partners with value-added
- Transfer know how of companies about untapped markets into the university



Uni Incubators

- Staff from private sector (private sector mentality vs. university culture)
- Visibility of the entrepreneurial university
- Networking, connect to other players in the ecosystem
- Start-ups as partners in university teaching and research
- Must be positioned relative to other incubators



Other Incubators

- Universities must be aware of the regional incubator landscape and the profile of each
- Universities to provide development paths for start-ups in the regional incubator landscape
- Staff exchange





What motivates a German university to engage in entrepreneurship-oriented partnerships in Africa?





Thank you!

CONTACT

Prof. Dr. Jürgen Bode
juergen.bode@h-brs.de

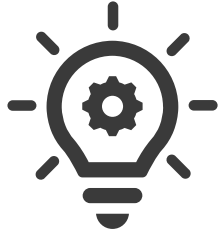


small enterprise promotion + training



EXPORT MANAGEMENT ADVANCED TRAINING
AN EFFECTIVE MATCHING OF INTERNATIONAL STUDENTS
AND ALUMNI WITH EXPORT ORIENTED COMPANIES

Martin Gothe
September 20th, 2022



Idea: Training series on export management with practice-oriented projects



Target groups:

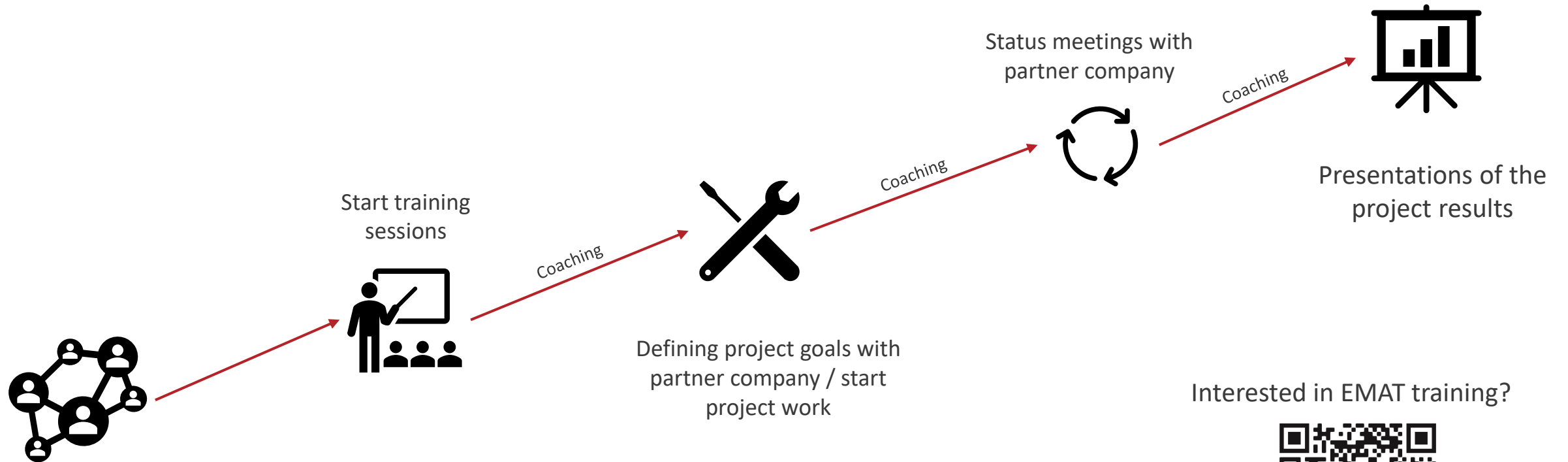
- International students/alumni from Saxony
- Professionals from start-ups / SMEs
- SMEs/start-ups providing their international business cases



Practical projects:

- market research for target countries
- market entry strategy recommendations for partner company

EMAT: OUR APPROACH



START: Project kick-off, matchmaking with partner companies

Interested in EMAT training?

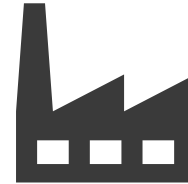


Visit our website!



For Students/professionals:

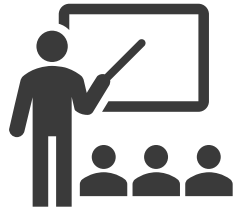
- ✓ Increasing their competences in internationalization
- ✓ Implementation of the new knowledge in practical projects
- ✓ Direct contact to German SMEs /startups – new professional opportunities



For companies:

- ✓ Matching with international students/alumni – potential future employees
- ✓ Market research & entry strategies developed by qualified international staff with country experience and language abilities
- ✓ Chosen training sessions free of charge

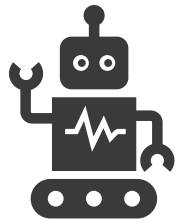
EMAT: FACTS & NUMBERS



15 training sessions **>50** teaching units



6 weekends



5 companies



10 experienced experts

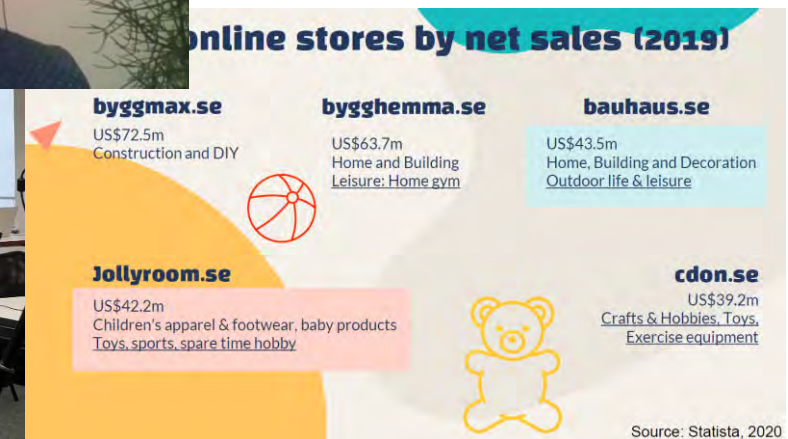


working on real case studies

EMAT: LOOK BACK

2020/2021:

- ✓ Hybrid format
- ✓ >50 participants
- ✓ 10 German companies
- ✓ 12 research reports developed
- ✓ Participants from >20 countries



EMAT: OUR ALUMNI

Spinifex Cluster



Vowalon
seit 1900



Touchboard



INTEC GmbH



Coachwhisperer



Vivosensmedical GmbH



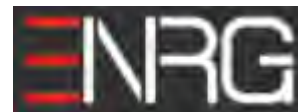
Micromed



TicToys



3RGN GmbH



ServFaces



EXPERIENCE FROM THE EMAT PROJECTS

Welcome to our speakers:



Sebastian Alexander

CEO / Founder



Elisa Palacios

SEPT Alumni



Phuong Nguyen

SEPT Alumni



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small enterprise promotion + training



ONLINE MARKETING CHALLENGE

Martin Gothe
September 20th, 2022

ONLINE MARKETING CHALLENGE



International students develop online marketing campaigns for Saxonian SMEs

Focus on international markets or international customers

Period of three months

Approx. 10 companies and 30 students per OMC

SCHEDULE

1) Kick-off

- How / When / What
- Companies & groups
- Project management & expectations

2) Strategy design

- Get familiar
- Get started

3) First steps

- First tries
- First campaigns
- Use small test budget

4) Boot Camp

- Different Workshops & Seminars

5) Finish campaign

- Use higher budget
- Finalizing campaign
- Recommendations

6) Finals

- Present campaign

ONLINE MARKETING CHALLENGE - GOALS



Connect the international student community with Saxonian SME

Improve the online marketing skills for all participants

Give SMEs support to internationalize and strengthen the Saxonian business environment

Create University-Business linkages and job opportunities

ONLINE MARKETING CHALLENGE

Organizers



Partners



EXPERIENCE FROM THE ONLINE MARKETING CHALLENGE

Welcome to our speakers:



Brenda Irala Rivera

OMC Winner
Student



UNIVERSITÄT
LEIPZIG



Thomas Wuttke

OMC Winner Company
CEO Diafyt





Martin Gothe
SEPT Competence Center
Leipzig University

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s e p t

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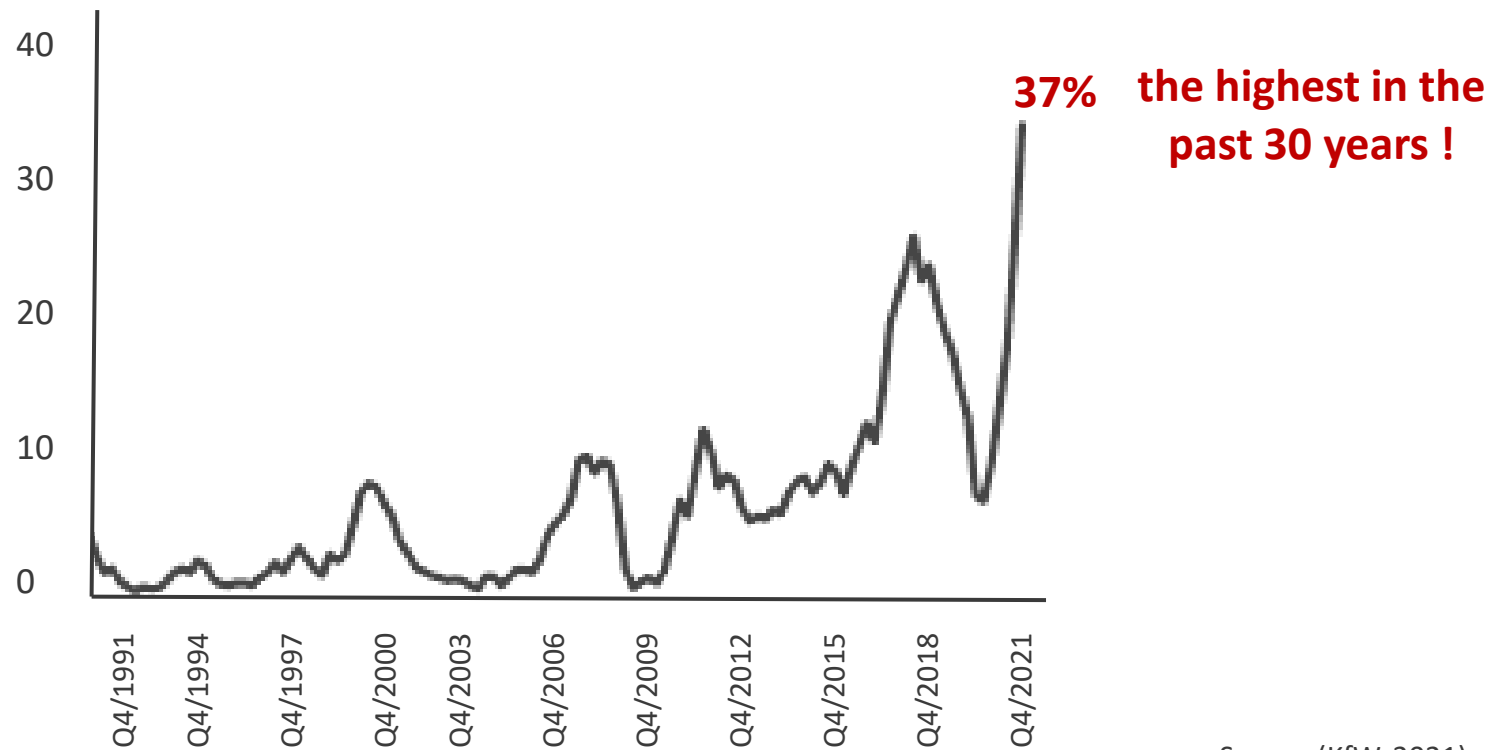


PROCESS LIVING LAB

Alireza Ansari
September 20th 2022

LACK OF LABOUR FORCE IN GERMANY

The impact of skills labour force on operations of German manufacturing firms



Source:(KfW, 2021)

CRAFT SECTOR IN GERMANY



5.4 Million employees (2019)

250,000 unfilled positions (2017- 2019)



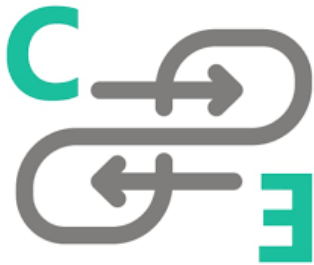
26% have implemented digitization measures (2018)

Only 4% to manufacturing processes (2018)

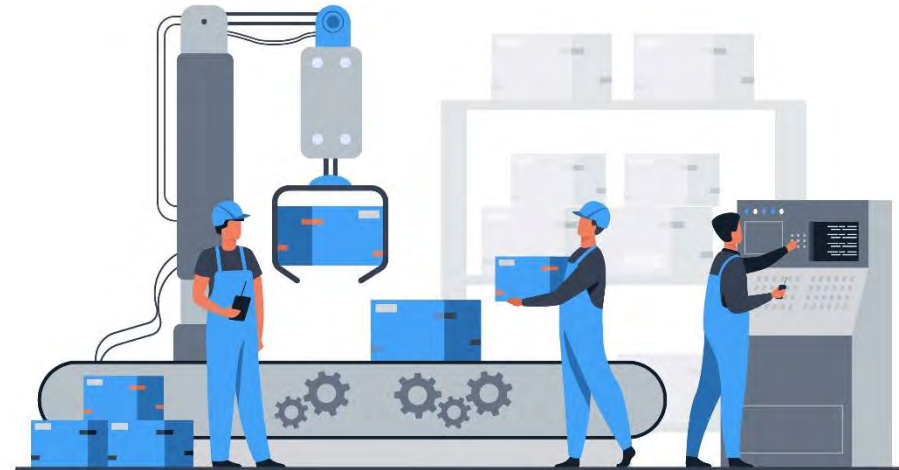
Source: Central Association of German Skilled Crafts (ZDH)

DIGITAL PROCESS OPTIMIZATION CHALLENGES IN SMALL FIRMS

Many processes are manual and not standardized !



Industry 4.0 solutions are expensive !



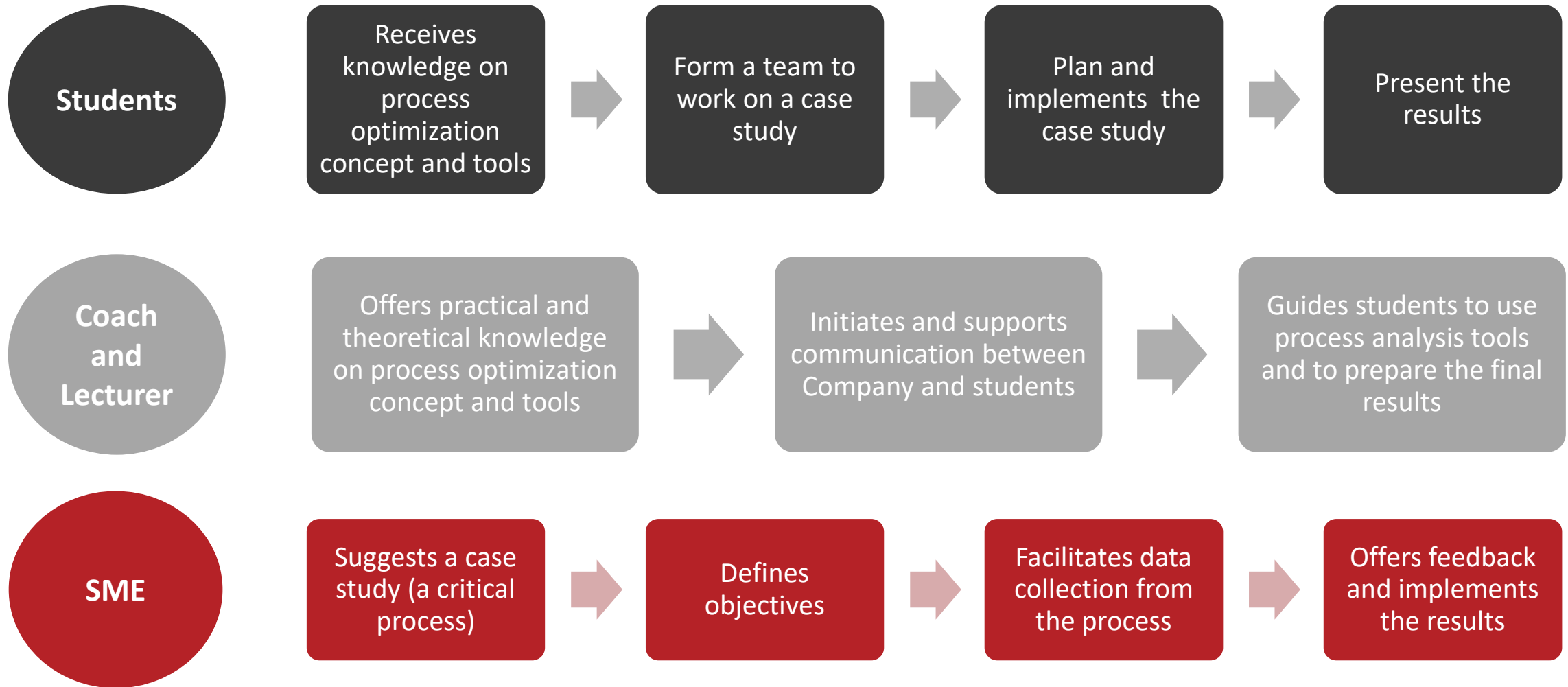
Objectives:

Testing applicability of digital data collection devices in process recording

Developing a digital analysis concept for crafts

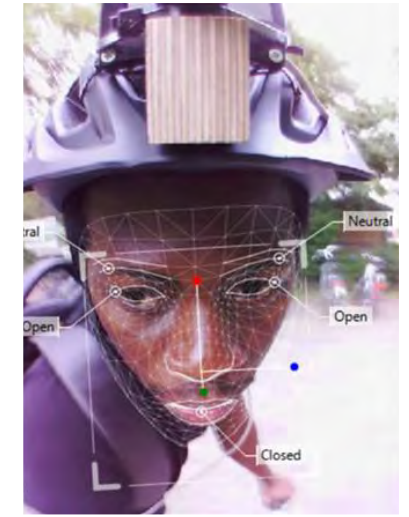
Understanding the implication for employees and manager

UBL IN PROCESS LIVING LAB



PROJECT EXAMPLES

Testing applicability of facial data in process analysis



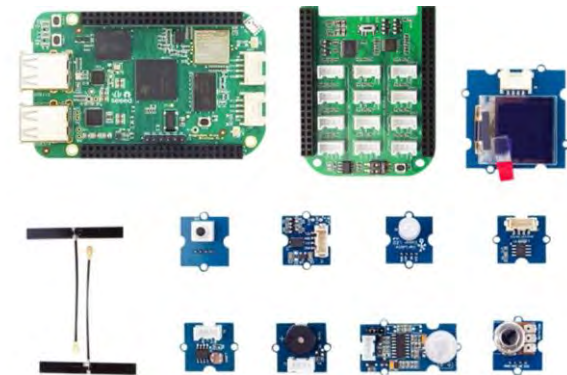
Testing how eye-tracking can enhance the effectiveness of customer education



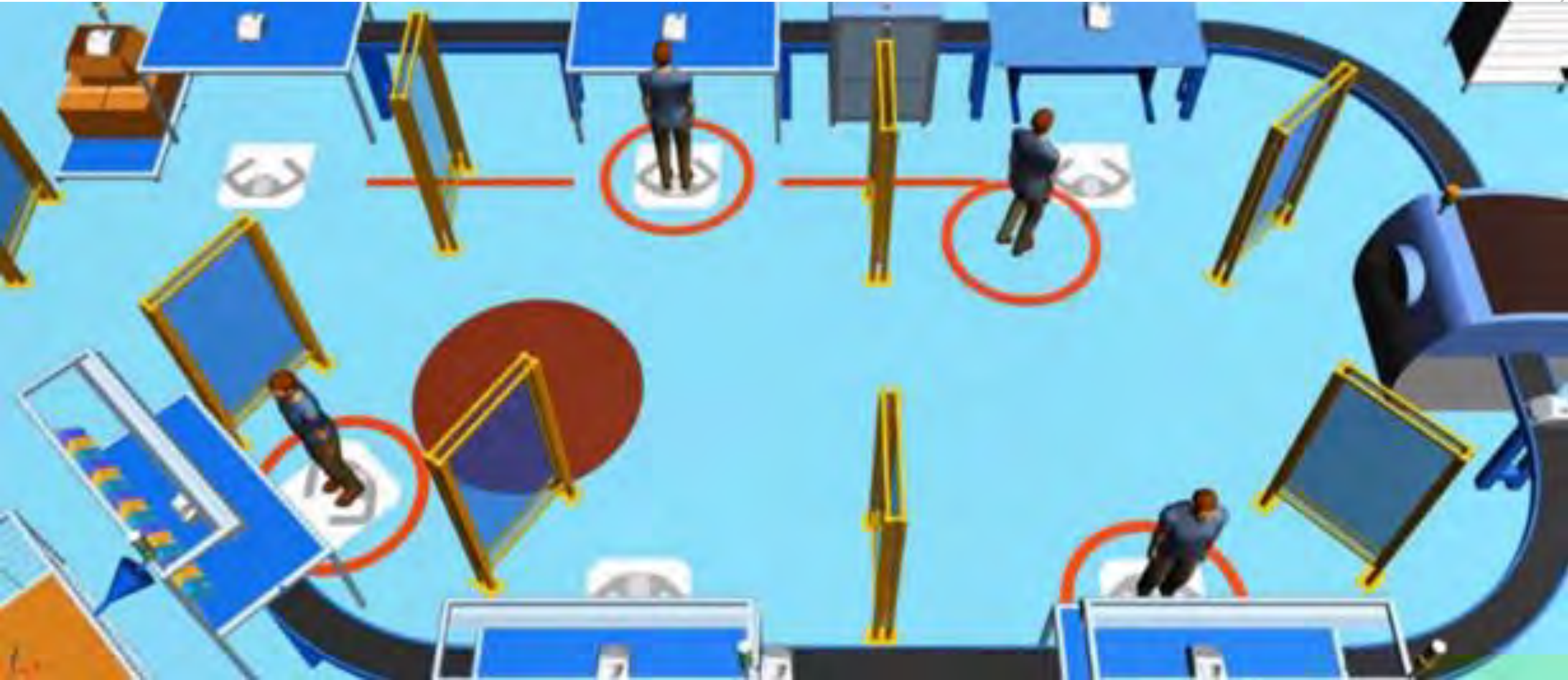
FURTHER DEVELOPMENT OF THE LAB



IN-HOUSE SOLUTION DEVELOPMENT



DIGITAL SIMULATION OF PROCESSES



INTERNATIONAL COOPERATION



Digital Logistics





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small enterprise promotion + training

A stylized world map is rendered in a dark red color, composed of a network of interconnected lines and dots, giving it a digital or network-like appearance. It serves as a background for the central text.

SUCCESSFUL INTERNATIONALIZATION CASES
FROM OUR SEPT ALUMNI

Martin Gothe
September 20th 2022

SUCCESSFUL INTERNATIONALIZATION CASES - SEPT ALUMNI

Welcome to our speakers:



Thi Thanh Tam Nguyen

Founder & CEO



Mohamed Hawass

Founder & CEO



Luis Bernal

Founder & CEO



Leipzig, 20. 09. 2022



Nguyen Thi Thanh Tam



Business based on knowledge and Culture

AGENDA

- **Me** as ENTREPRENEUR
- **Sept** - PHILOSOPHY of DOING BUSINESS
- **Example** – GERMAN INNOVATIVE MEDICAL CARE by Hanoi IEC



Mrs. Nguyen Thi Thanh Tam (MA, MBA)

- Scholarship of Vietnamese Government for young talented students
- MA in Philosophy and International Law (1990-1995), and Small and MBA in Medium-sized Enterprise Promotion Study (sept 1998-2000) , University of Leipzig
- Auslandsbeauftragte of Thuringia International, Ministry of Economics Thuringia
- Business consultant since 1996, initially in Germany and since 2000 in Vietnam
- Very first trainer of GIZ, ILO and WTO for Business Start Up in Vietnam (2000-2006)
- Member of World Young Leaders Forum, BMW Hebert Quant Foundation
- Members of Management Board, Vietnamese German Friendship Association



DIRECTOR OF HANOI IEC

FOUNDER AND SHAREHOLDER (>= 40%)



ALL BUSINESS ARE RELATED TO GERMANY

(Business based on knowledge and Culture)

HANOI IEC LTD

- Founder and owner of Hanoi IEC Ltd., Co. (3 offices, 140 staff members)
- Hanoi IEC is the representative of the Economic Development Office of the State Thüringen, Germany in Vietnam
- With over 18 years of development, Hanoi IEC has become one of the most prestigious units in the field of trade promotion and consultancy, investment projects for German businesses (about 400 German Companies as clients).
- Currently, Hanoi IEC is mainly focus on the exclusive import and distribution of pharmaceuticals and high-quality medical products made in Europe, especially in Germany.





Business match making



Organization of trade fair and business delegation



REFERENCE





- ✓ German language for young Vietnamese
- ✓ Training activities for medical techniques

GERMAN COMPETENCE ACADEMY



OUR COMPETENCIES

- 1800 m² own training centers, 15 classrooms and diverse facilities for trainings
- One of the leading German language schools in Vietnam
- Unique training centers for introduction of new products or operation technique in the health care



OUR TRAINING CENTER FOR ORTHOPEDICS AND TRAUMA



TRAINING WORKSHOPS FOR SURGEONS



SEPT -

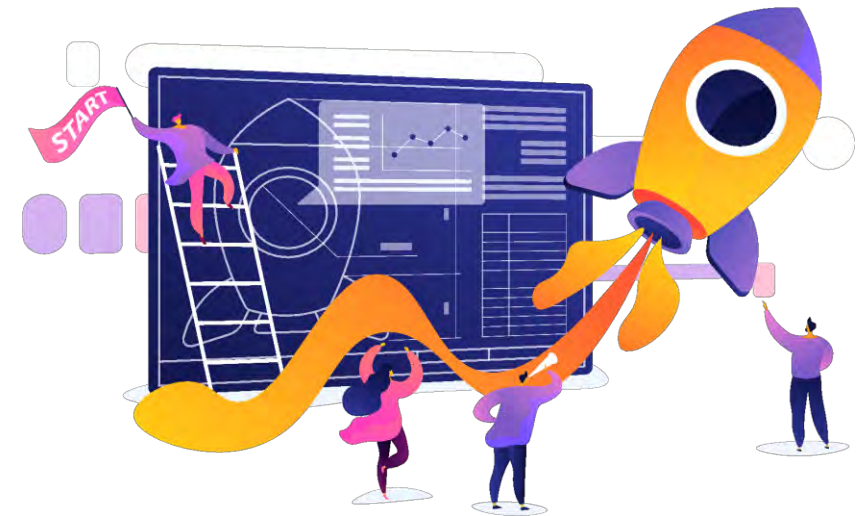
PHILOSOPHY and WAYS of DOING BUSINESS

Business based on knowledge and Culture

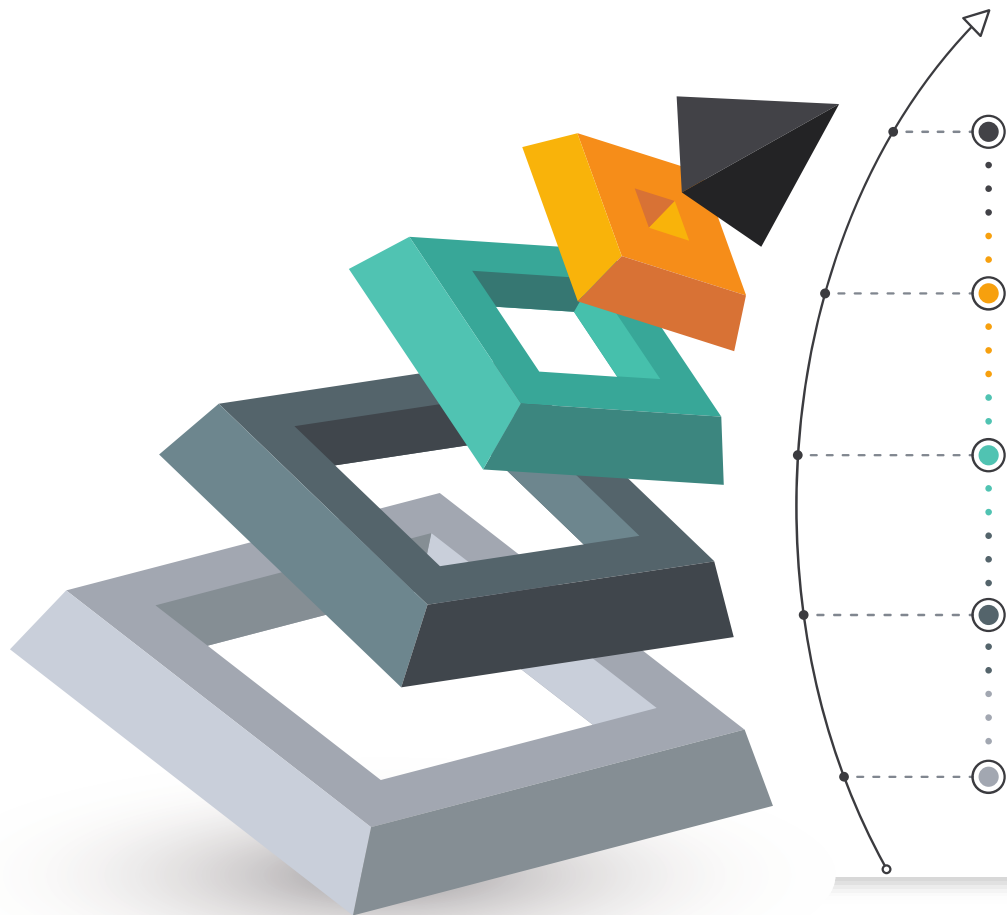


ENTREPRENEUR

- **Spirit** (Want to be independent, rich and contribution for society)
- **Boss** (YOU - independent, delegater, influencer)
- **Risk taker** (All in? NO- But risk management)
- **Cooperation** (Respect & Win-Win)
- **Conceptual and logical thinker** (Objectives oriented planing)
- **Action** (Concret)



MASLOW'S HIERARCHY OF NEEDS



SELF-ACTUALIZATION

The need for development, creativity, growth.

SELF-ESTEEM

The need for self-esteem, power, control, recognition

LOVE/ BELONGING

The need of love, belonging, inclusion.

SAFETY

The need of safety, shelter, stability.

PHYSIOLOGICAL

The need of air, food, water, health.

What makes your business **UNIQUE?** The strategy: unique and positioning

- Innovative Products - Customer use
- Innovation in the services – Customer satisfaction and happiness
- Innovation in the way of doing business - Don't follow the cloud

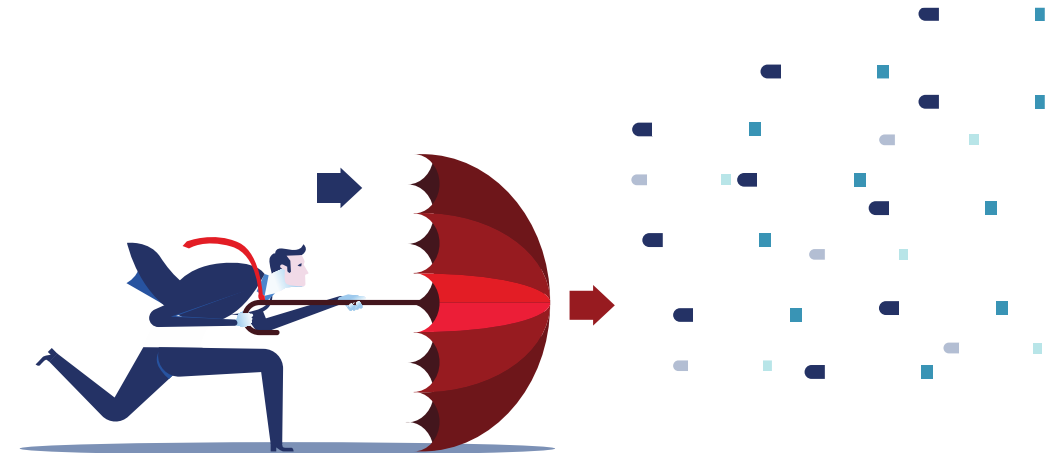


RISK MANAGEMENT

- Investment
- Sustainability
- Alternative Plan
- Exit Plan

Recommendations

- Your income (monthly salary) should be in the cost calculation
- Story of hidden money (never all in)
- There is always a door to be opened



EXAMPLE

DISTRIBUTION BUSINESS FOR GERMAN PRODUCTS IN ORTHOPEDICS AND TRAUMATOLOGY

***THROUGH SUPPORT OF COOPERATION BETWEEN GERMAN AND
VIETNAMESE SURGEONS AND HOSPITALS***

BUSINESS STRATEGY - INNOVATIVE MEDICAL - MADE IN GERMANY

- ✓ 100% products made in Germany
- ✓ Innovative medical products
- ✓ N0-1 on the market No competition (monopoly) or little competition (oligopoly)
- ✓ High value and quality for patients
- ✓ Science and technology values
- ✓ Focus on the exchange knowledge and information between German and Vietnamese surgeons
- ✓ Sustainable development

OUR BUSINESS IN VIETNAM (ORTHOPEDICS AND TRAUMA)

1. Products (implants for Orthopedic and Trauma):

- Hip replacement (primary and revision)
- Knee replacement (primary and revision)
- Shoulder replacement
- Titanium Locking plates for Trauma
- Spine

2. Company Strong Point:

- Top 5 best Orthopedic and Trauma Distributors in Vietnam
- More than 12 years experience
- Official daily business with more than 50 main hospitals in Vietnam
- Head office in Hanoi (North), Branch office in Ho Chi Minh city (South)
- Strong management team
- Experienced technical staff of Orthopedic and Trauma

INNOVATIVE MEDICAL - MADE IN GERMANY



PETER BREHM
Die Präzision in Titan
für den Menschen

KNEE AND HIP - REVISION SYSTEMS



BPK-5 Integration UC

INNOVATIVE MEDICAL - MADE IN GERMANY



HIP REPLACEMENT SYSTEMS



INNOVATIVE MEDICAL - MADE IN GERMANY

B | BRAUN
SHARING EXPERTISE
AESCULAP.

SPINAL SYSTEMS

