

# INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

April 2019

Dear Partners and Colleagues,

The project “INTernational ENTrepreneurship Skills Europe” (INTENSE) was launched in September 2016. With this newsletter we would like to keep you updated on the project’s progress.

We look forward to working with you!

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- May 30-31, The 8th Conference on the Economy of Eastern Croatia: Vision and Growth, Osijek, Croatia (INTENSE Project Presentation)
- June 12, INTENSE Multiplier Event @EFOS

## INTENSE – INTernational ENTrepreneurship Skills Europe

### Project Background

In September 2016 the Erasmus+ project “INTENSE – INTernational ENTrepreneurship Skills Europe” was launched. The project will run for a period of three years with a total budget of 405.991,00 EUR. INTENSE is an international project, implemented by the University of Applied Sciences (HTW) Berlin, Germany (project lead), the University of Applied Sciences (HU) Utrecht, Netherlands, University of Applied Sciences (TUAS) Turku, Finland, University Colleges Leuven Limburg (UCLL), Belgium, and the Faculty of Economics (EFOS) Osijek, Croatia.

### Project Summary and Main Outputs

INTENSE aims to promote the collaboration and innovative practices between Higher Education Institutions (HEI) and European Small and Medium-sized Enterprises (SME) in order to stimulate entrepreneurial behaviour, innovation skills and the internationalisation of students, HEI staff, and SMEs. As a result, it will increase the employability of HEI students and staff.

INTENSE focuses on developing and implementing a teaching module on the internationalisation of SMEs for HEI students. Mixed teams of students, SMEs, and HEI staff from five EU countries help SMEs to internationalise their businesses and raise awareness for the importance of internationalisation in globalised work and learning environments. The project builds on previous experiences of the project partners and fosters an exchange of best practices between the partner HEIs.

### Project Components:

- Building a bridge between Higher Education Institutions, students, and entrepreneurs/SMEs
- Provide cross-border support to SMEs through student consultancies
- Making use of and further e-learning and blended learning
- Enhancing innovation, internationalisation, and entrepreneurial competences

### Outputs:

- Teaching module on the internationalisation of SMEs, including teaching manual
- INTENSE Tool Kit for SMEs
- Scientific publications on the INTENSE learning model
- Measuring innovation competences with the help of the INCODE Barometer
- INTENSE policy recommendations

### Communication Channels:

- Website: <http://intense.efos.hr>
- Facebook: [www.facebook.com/Intenseproject](http://www.facebook.com/Intenseproject)
- Twitter: [@projectintense](https://twitter.com/projectintense)
- LinkedIn: <https://www.linkedin.com/groups/13501961>

## Project Activities

### Kick-off Event at HTW Berlin on 11 April 2019

It's the beginning of a new term at HTW Berlin and with it a new round of INTENSE student consulting projects. The Kick-off meeting was held on the 11<sup>th</sup> of April 2019 at HTW Berlin. Companies and international business students came together to discuss project objectives and goals for the upcoming months. Project manager *Veit Wohlgemuth* opened the event by welcoming all attendees and introducing the INTENSE Project's objectives and outputs. Next on the agenda were the company introductions. Each of the three companies held a brief presentation and acquainted the audience with its objectives and aims.

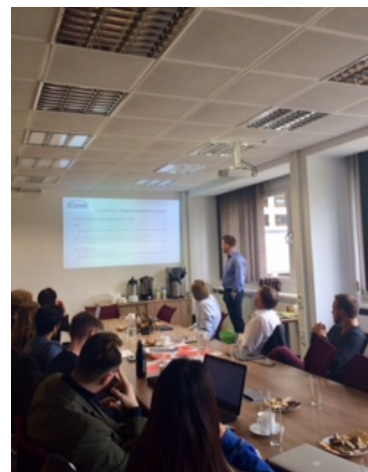
Afterwards, each company got together with its student team and, over coffee, tea and biscuits, got to know each other better, as well as discuss future company objectives and exchange ideas. Each consulting team consists of four to five students.

"*VERMDOK*" is a Berlin-based company that was founded in 1997 by *Andreas Enders*. The company started off as a surveying office but has since expanded its portfolio immensely. Today, *VERMDOK* employs around 40 people and offers a range of services with the aim of supporting clients such as utility companies, developers, and corporations. The company is looking to internationalise to Switzerland, Austria, and Italy. "*GWA*" (Gesellschaft für Wärme und Auflagetechnik mbH) was founded in Berlin over sixty years ago and employs around eight people. It's headquarter is in Berlin, Grünau. The company values sustainability and specialises in industrial heat technology and heat recovery. CEO *Matthias Baum* represented *GWA*. *GWA* is looking to find different manufacturers of its products in Europe. Defining which Europe-based country will be the goal of the student consulting team. Next, CEO *Florian Koerber* represented the Berlin-based "*New-senselab GmbH*"; he introduced the company's first product, the "*M-Sense*" app. The app aims to reduce pains such as headaches and migraines by helping the people affected find their triggers and learn how to avoid such attacks. The company's team consists of 18 people, with professionals in areas ranging from Marketing to Engineering and from Graphic Designers to Authors. *M-Sense* is looking to internationalise into an English-speaking country. It is up to the student consulting team to find out which country would be the best fit for *M-Sense*.

After the interaction between companies and student teams, *Veit Wohlgemuth* wrapped up the event and everyone got together for a group picture.



Group Picture of student teams and companies.



*Matthias Baum* holding his presentation.



· *Andreas Enders and his student consulting team.*



*Florian Koerber presenting the app M-Sense.*

### New INTENSE Project @ HU in Collaboration with CEU San Pablo

Recently the Spanish University CEU San Pablo, Madrid joined the INTENSE team. Cooperation started in practice soon after it joined. At the moment, students from the Netherlands, Spain, Croatia, Belgium, and Germany are working together on a joint consulting project for the Spanish company "SonRíoNansa". The company is contemplating to export its niche product to other European countries. Students now need to elaborate the distribution strategy to wholesalers, retailers, restaurants, and gourmet shops. How should this product be distributed outside of its home country? What about the packaging and product name? What adaptations are required? How could the product be promoted in Northern Europe?

SonRíoNansa is the first marine hatchery founded in Europe and produces organic sea bream, sea bass fingerlings, clam seeds, and oysters. The company has customers across the globe, from Madeira to Tunisia and Frankfurt.

# sonríonansa



CEU

*Universidad  
San Pablo*

## New Intense Project @ HU in collaboration with EFOS Osijek

At HU, students have started a new internationalisation project with “VandeStreek” as a client. It is a craft beer brand from the city of Utrecht. It brews high quality beers, like IPA, Tripel, Stouts and a very popular non-alcoholic IPA. This company wants to explore some export options. For now, students will focus on France and Croatia. For the research in Croatia the HU students will collaborate with the students from EFOS in Osijek. Although the export options for a small brewery like VandeStreek might be quite modest, the learning experience from understanding new markets, the craft beer consumers, and the beer scene in different European countries is invaluable for this SME.



## Dissemination Activities

### National Multiplier Event in Turku, 28 January 2019

The national multiplier event was held in Turku on 28 January 2019 at the Turku University of Applied Sciences. There was a general presentation of the project, SME Toolkit, and innovation competences. The student groups presented their company assignments, the results, and what they have learned. There were participants from companies, lecturers and students; and, after the presentations, discussions and networking took place.

One output of the INTENSE project is to measure innovation competences of participating students and teachers. These Innovation Competences are divided to five different groups: Creativity, Initiative, Teamwork, Networking and Critical thinking. During the INTENSE module students were assessing their innovation competences and international skills two times. They were asked to assess their innovation competences in the context of their daily activities in their regular studies/the INTENSE module. They were also asked to describe, as a team, which innovation competences they or their team member's have shown in the activities in the INTENSE module. They were asked to score to what extent they have learned international skills during their regular studies/the INTENSE module and describe with concrete examples what kind of international skills they have learned.

Also, the participating teachers assessed their innovation competences two times. Now, Meiju Keinänen from TUAS is studying these results and the report will be ready by next summer.



Presentation of the INTENSE project, SME toolkit and Innovation Competences. Lecturer Helena Rantanen. (Photo Sirpa Hänti)



Students' presentation of their company assignment (Belightful Design). (Photo Sinikka Leino)

## Multiplier Event at UCLL Addresses the Brexit Saga

“Will it be May’s Day, Mayday, or ‘Nay Day’: Brexit for international entrepreneurs”

With yet another Brexit deadline at the EU doorstep (29 March at the time of the event and writing), we couldn’t but address the topic at our multiplier event on 26 and 27 of March. For a mixed audience of INTENSE delegates, European academics, entrepreneurs, and UCLL students, we addressed different views and angles with regard to the UK plans, or rather lack of plans, to leave the EU at some point.

Hans De Backer from Flanders Investment and Trade (FIT) highlighted that the first consequences of the Brexit process are already tangible and visible. Exports to the UK decreased by 2,8% and a few Brexit-sensitive sectors deteriorated slightly in 2018. For instance, textile exports from Flanders to the UK fell by 3,66%. Carpet exports even fell by 8%, and interior textiles by 10%. In addition, there was especially a sharp fall (-37,1%) in the export of diesel cars from Flanders to the UK, due to the increase in the tax on diesel vehicles levied by the British government in April 2018.

In fact, Flanders will be the second most affected region in the EU after Ireland. According to Hylke Van Den Bussche, full professor at the Faculty of Economics and Business, head of the Research Centre of International Economics at KULeuven and author of “The Brexit Saga”, 40.000 jobs will be lost in Flanders and no less than 500.000 in the UK. Still, according to her, Brexit will affect more than just those entrepreneurs trading with the UK because of network effects.

Apart from the above elements negatively impacting business outcomes and results, also new norms, certifications, packaging requirements, custom formalities, import tariffs, insurance agreements and conditions, green cards, trade agreements, Brexit-proof contracts, etc. will increase the cost of doing business with the UK.

FIT urges and helps businesses to do a Brexit scan, thereby assessing its impact on their businesses, looking at hedging options against exchange rate risks, closely following up on any changes in norms, certifications and packaging, making contracts Brexit-proof and last not but least, considering diversifying their export activities.

Jean-Marc Vandoorne’s story about how his company, Biobest, grew to become a business active in over 70 countries was living proof of how export diversification helps mitigate business risks like those of Brexit.

Marc Hoessels from PwC confirmed that Brexit has an impact on a business’ cost to market, time to market (e.g. consider fresh food which cannot wait 48 or 72 hours to be shipped), and compliance costs.

Colin Gilfillan, a UK entrepreneur, talked about how he experienced months and years of insecurity since the Brexit referendum outcome in 2016. He started off by asking the audience whether we could explain Brexit to him. Sunderland, home to Nissan, the employer of most of the town’s population, was the first to release the results of the Brexit referendum back in 2006. Surprisingly, 61% voted pro-Brexit. The Japanese car manufacturer recently announced it will withdraw its production from the UK due to the continuing uncertainties about Britain’s future relationship with the EU. Colin also looked with amazement at opportunity spotters who launched a Brexit (survival) box, maybe worth 50 euro but sold for 300 euro. The revival of the old Ladybird books ironically advising/educating the British people on Brexit matters is another example of how Brexit means a boost rather than a loss for some businesses.

Colin finally regretted how UK entrepreneurs are being left on their own with little to no guidance or support from the government. ‘We’re on our own,’ he concluded, ‘wondering whether we will jump or be pushed and whether there will be a safety net. It all reminded him of the song Hotel California, ‘you can check out but never leave.’

## Introducing the INTENSE program in Rotterdam at the Education Conference



The INTENSE program was introduced at an educational conference to the audience of the D66 (Dutch social-liberal political party). The theme of the conference was 'Grenzen Verleggen', pushing boundaries, about the need to internationalise education.

Menno de Lind van Wijngaarden spoke on two occasions at the conference. First, there was a 'Thinking' session where there were representatives from the vocational and higher education in the Netherlands. Menno de Lind van Wijngaarden talked about the role of research at the Universities of Applied Sciences and the international collaboration of HEIs and the knowledge triangle of education, research and society. The INTENSE project was given as a successful example where all these topics come together. The audience consisted of students, lecturers, representatives from research institutes and the D66 Minister of Education, Culture and Science, Ingrid van Engelshoven. There was a lively debate about the importance of internationalisation and collaboration between European institutes.

The second session was a 'Doing' session chaired by Menno de Lind van Wijngaarden where the audience, after an in-depth session about the INTENSE project, could give a reaction to questions and statements. The topics involved: the alignment of programs of European Universities of Applied Sciences (UAS), strengthening the connections between UAS and the professional field, and the importance of internationalisation for the employability of young professionals. In a plenary session at the end of the day the audience of the conference, the audience revisited the topics. It was a very successful conference where the different viewpoints were discussed by the members of the political party and policymakers of the Dutch cabinet.



Onderwijssymposium  
2019: Grenzen verleggen



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und Wirtschaft Berlin  
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