

Welcome to Passport to Trade 2.0 Project Newsletter.

This 1st number provides information on the project, its objective, and the benefits and the impact on SMEs and students who are the main beneficiaries of the project outcomes.

What is Passport to Trade 2.0?

The Passport to Trade 2.0 project will transfer the innovation of the previously successful Passport to Trade Project (P2T), an EU research initiative, co-funded by the EU Commission's Leonardo da Vinci programme, with the primary objective to provide on-line business support for SMEs interested in developing business links with companies in other EU countries.

The Passport to Trade Project was aimed to:

- ✓ Improve existing vocational training materials in business culture incorporating material from across the whole European Union;
- ✓ Widen and ease access to vocational training materials in business culture;
- ✓ Enable SMEs to benefit by improving sales potential through market expansion
- ✓ Produce additional training materials in business culture;
- ✓ Implement e-learning facilities and support;
- ✓ Improve the skill base of SMEs wishing to trade across the 25 EU

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Who are the partners?

The consortium partners are selected on the basis of skills and knowledge they bring to the partnership and to represent the cultural variety in the EU and also higher education (placement students) and SMEs (placement student beneficiaries).

It consists of 4 of the previous project partners (University of Salford - UK, SPIN - IT, TIS Praha - CZ and Turku School of Economics - FI) and 4 new partners: URENIO - GR, TDI Ltd - BG, University of Koblenz-Landau - DE, Valahia University of Targoviste - RO, who will bring new insights and expertise in their own areas.



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What are the benefits and the impact?

Are you thinking of expanding your business to another European (EU) country or taking a work placement? Are you aware of the cultural differences between your own country and your destination and the impact these may have?

The "Passport to Trade 2.0" project will provide you with a business cultures guide, which includes social media etiquette for 31 EU countries. This information will guide your organisation in online as well as face-to-face networking and trading in these European countries.

If you are a student thinking about taking a work placement in another European country have you considered how this process will work? The information researched and developed by this project will help your with your work placement considerations and offer you some practical advice.

P2T2.0 will impact on mobility practice of SMEs & placement students in 31 European countries. This will increase the mobility of SMEs and Students in EU by developing content about business & social culture of various EU countries.

This will also help the SMEs in utilising the search & social media marketing tools & techniques much more effectively and enable them access new markets & increase profits.

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