

Networking⁴Enterprise

www.enterprise-europemalta.com



Malta Enterprise
Enterprise Centre
San Gwann SGN 3000 - Malta
Tel: +356 2542 0000
Email: info@enterprise-europemalta.com

Franchising Workshop 26–27 April, 2011

Malta Enterprise is organising a two-day training workshop specifically tailored for lawyers, consultants and business service providers who offer their support to the local businesses with the aim of generating ideas and awareness about the franchising process.

The workshop, which shall be held at the Malta Enterprise offices in San Gwann on April 26th and 27th, will provide a general overview of services which are needed to support a healthy and robust franchise network in Malta.

Amongst others, the workshop will deal with issues such as strategy, finance, marketing, operations, business development, legal issues including franchise establishment and compliance management, as well as dispute remedies to franchisors and franchisees.

Ms Farrah Rose, a Director of the International Franchise Centre, will be leading the training workshop. Ms Rose, who is consulting Malta Enterprise and the Chamber of Commerce, Enterprise and Industry on the implementation of a franchising programme, was already in Malta on previous occasions to address seminars and conferences that sought to promote franchising as a means of internationalising one's business. Furthermore, she has stated that there is still little awareness and knowledge of successful franchising processes, especially bearing in mind the length of time and resources it takes to do it right!; and this event is seeking to help in this direction.

While Maltese businesses have traditionally focused on exporting products or parts thereof and services, as a means of growing into foreign markets, franchising – or the exporting of a whole business model – is gradually picking up as well.



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The concept was first witnessed in Malta with the establishment of several incoming franchise operations, with some international household names becoming available to the local consumers in this manner. However, throughout the years, these franchise operations have not only managed to implement a successful business model locally, but indeed some of them went on to expand their operations abroad by obtaining a franchise license to operate in other markets as well.

Some Maltese companies have moved on and are seeking to venture into foreign markets by setting up their business overseas albeit through a franchise operation.

These success stories are a confirmation of the potential for Maltese companies to develop their own franchise and expand abroad through this concept, thereby responding to the new economic opportunities available.

One of the main challenges local businesses face and which prevents them from embarking upon similar projects and exploring such a possibility is the lack of knowledge about franchising, including its preparation and development. Indeed the training workshop has the scope of addressing this and other related issues.

**Delivered by: Ms Farrah Rose,
International Franchise Centre, UK**

For further information or booking, contact Malta Enterprise on 2542 0000 or internationalisation@maltaenterprise.com, or by following the link: www.maltaenterprise.com/News_details.aspx?ID=252

For further information about these calls and the possible assistance available from Malta Enterprise, contact our Internationalisation Unit on 2542 3418 or 2542 3294 or email internationalisation@maltaenterprise.com

Using the Internet for Export Support

Although the Internet has become accepted as a tool of business, relatively few enterprises have thought carefully about how it might be used to capture business information for their export business.

Information plays a key role in international marketing and enterprise competitiveness. Furthermore, the ability to get the right business information at the right time, and knowing how to use that information, is today more than ever, a major factor influencing international trade.

Globalisation is influencing market economies around the world and the Internet can be the primary channel for research and marketing!

This is creating quite a contest; a contest that requires enterprises to internationalise and ensure their survival in the global marketplace. Possible risks and complexities of operating in this global economy exist, but the right business information at the right time can reduce these associated risks and complexities.

What kind of information do enterprises require? It is not easy to draw a specific list, but it is however possible to broadly categorise likely information requirements that might be considered most important, such as:

- country information (market reports, products/services reports, competition);

- market information (market characteristics, distribution channels, competition);
- trade contacts (information on importers and exporters);
- trade opportunities (buyers' demands and sellers' offers);
- trade statistics (import/export data).

These can be subdivided even further to incorporate other info such as Embassies and Consulates; lists of trade events, web links to other market/country sources, and many others. Some websites might have certain information behind a login name and password, where such info will then be availed of at a charge. These days such and similar info is greatly available on the Internet and consequently can often help the potential exporter to meet many of their needs.

The Internet is the most rapidly and continuously developing and most potentially powerful communications medium available today. It also provides low-cost connectivity to the widest range of information sources available from any one "place" and uses a versatile mix of technologies. Besides, the reach and the range of the Internet are so far unequalled.

The Internet as a market research resource should not hinder the need for the more traditional printed information sources. Moreover, subscriptions to other electronic media provided by information agencies should also be encouraged. The Internet should therefore be perceived as an additional tool that complements the more traditional research sources.

However, it is often the provision of general economic and business information that encourages enterprises to explore the scope of penetrating new markets. The necessity for more detailed information comes later. It is here that the Internet presents some opportunities. Effective use of Internet-based tools like websites, marketplaces, B2B portals, and other instruments, allows exporters to find appropriate contacts, develop relationships, increase sales, and promote their products and services. Many exporters are using the Internet aggressively to enhance their export capabilities and others should make it their utmost to follow suit.

Many trade support institutions have adopted the Internet to improve their own supply of information to their clients, to help expand their scope of data collection and to bridge any information gaps for specific international markets. A number of factors such as the following can possibly help facilitate this:



- **markets:**
- trade leads and business opportunities;
- trade barriers, tariffs, quotas or preferential agreements;
- technical guidelines related to packaging specifications and labelling requirements;
- factors that influence trade such as transport restrictions including hazardous cargo and other logistics;
- **sources of information**
- buyers, agents, importers, exporters and major retail groups;
- the Central Bank;
- transport and insurance organisations;
- customs brokers;
- Chambers of Commerce;
- Industrial associations;
- Regulatory authorities (quality control, commercial arbitration)
- Government ministries (trade and industry, customs, foreign affairs)

These are further categorised under the following six main classifications:

- **market information**
- press agency news
- periodicals
- bibliographical references
- full text reports and articles
- **trade contacts**
- company registers/directories
- trade opportunity systems
- **numeric information**
- prices and exchange rates
- trade statistics
- **regulations and standards**
- trade Legislation
- customs tariffs
- standards
- **trade events**
- trade Fairs
- exhibitions

- **government issues**
- procurement and tenders
- international projects

The Internet is being used by business executives not only in large industrial centres but increasingly also in remote areas and in developing countries. To a large extent, business information and information technology are responsible for the emergence of the global market. Modern business practices would just not be possible without these two elements. In this sense, business information is indispensable for enterprises aspiring to do international trade.

In conclusion, the experience of enterprises using the Internet is that it offers real benefits for those with foreign business aspirations. Internet-enabled exporting in any way whatsoever is always a significant activity for local enterprises wanting to break out of the relatively small Maltese market and is yielding positive results. Many local exporters are enthusiastically embracing the Internet as a vehicle for business growth and expansion.



Brokerage Event on Solar Technology at Intersolar 2011

9th June, Munich, Germany

Malta Enterprise, as the local Enterprise Europe Network office, is organizing the attendance of Maltese companies active in the Solar Technology sector at this important networking event.

Malta Enterprise can offer

- Assistance in the organization of preset meetings at the brokerage event through the Enterprise Europe Network
- The possibility of financial support to cover registration and travel costs through our assistance schemes.

Intersolar 2011 is the latest edition of the world's largest exhibition for the Solar

Technologies Industry. The focus shall be on both Photovoltaic and Solar Thermal Technologies.

The brokerage activity will enable exhibitors and visitors at the fair to find partners for cooperation such as for product development, research & development, joint ventures, manufacturing, marketing and/or licensing agreements. Companies, universities and research institutes in the solar technology sector are again invited to use this unique opportunity to establish new cross-border contacts for future cooperation.

Participation fee is 150 Eur + VAT. The price includes a one-day INTERSOLAR entrance ticket, public transportation, business breakfast, snacks and refreshments.

For further details kindly contact the Internationalisation Unit: 2542 3418, clive.brockdorff@maltaenterprise.com

All registrations and application forms must reach the Internationalisation Unit by not later than the 25th April 2011

www.een-bayern-innovativ.de/intersolar2011



Work-Related Stress

Over the last decade, work-related stress has been consistently identified in the European Union as a major workplace concern. In fact work-related stress represents a huge cost in terms of both human distress and impaired economic performance.

The effects of stress can be good or bad. Managing stress well can help a person to handle better the next encounter. If poorly managed, stress can lead to health problems. Work related stress can be defined as the harmful physical and emotional response that occur when the job requirements of the job do not match the capabilities, resources or needs of the worker. A person's reaction depends on how he perceives the event – what is considered stressful by one person might not be so considered by another. Many factors influence one's perception of events; attitudes, skills, personality, current situation, other events in one's life, other people in one's life.

Nowadays it has been recognised that work-related stress is the second commonest cause of work-health related health problems after back pain. Up to 25% of workers across Europe complain of stress at work. 50% to 60% of all working days lost, are due to stress.

Few countries in Europe have enacted specific legislation dealing with work-related stress. For this reason a Framework Agreement on work-related stress has been signed by ETUC (European Trade Union Confederation), UNICE (Union of Industrial and Employers' Confederations of Europe),

UEAPME (European Association of Craft SMEs), and CEEP (European Centre of Enterprises with Public Participation and of Enterprises of General Economic Interest) in October 8th 2004. This agreement between the social partners' representatives at EU level identifies explicitly what is permissible under the existing EU rules. The aim of this agreement is to increase awareness and understanding of work-related stress, and to provide employers and workers with a framework to identify, manage and prevent problems related to stress at work. It is the responsibility of all employers to address problems created by work-related stress by carrying out an overall risk assessment and by adapting specific measures targeted at identified stress factors. On the other hand, workers are bound to comply with preventive measures and regulations determined by their employer.

Tackling stress at work can lead to greater efficiency and improved occupational health and safety, with consequent economic and social benefits for companies, workers and the society as a whole.

Article provided by the Malta Occupational Health & Safety Authority

1000 days in the making:

The Enterprise Europe Network helps SMEs profit from the single market



European Commission
Enterprise Europe Network

European Commission > Enterprise Europe Network

• Business partners

• Technology transfer

• EU law and funding



After 1000 days in business, the Enterprise Europe Network has helped more than 2.5 million companies to make the most of the Single Market.

Europe's largest business support network contributes to the competitiveness of SMEs by making it easier for them to internationalise, innovate and access EU finance and funding. Close to 600 major players in the business support community have linked up in the Network to offer a one-stop service to help companies reach their full potential.

European Commission Vice-President Antonio Tajani, responsible for enterprise and industry policy, said: "The Enterprise Europe Network represents a milestone in our policy strategy for promoting entrepreneurship and the growth of enterprise. As SMEs have generated a multitude jobs over the past 10 years, the Network provides concrete European added value and will help them to grow further. This process will be bolstered by the Small Business Act which will provide efficient support for entrepreneurs to launch their personal success story."

With over 3000 professionals participating, the Network is present in every region of the European Union and in 21 Third Country markets to serve the needs of European SMEs. It provides integrated support services designed

to help small enterprises do business abroad and find European funding for their research and innovation projects.

In just three years, the Network has provided services to more than 2.5 million SMEs and held dedicated business events with more than 600 000 participants. It has also attracted around 35 000 small businesses to international brokerage events and company missions.

So far, the Network has helped around 4 500 SMEs acquire business cooperation, technology transfer or research partners abroad. Several examples are:

- a British company who used the Network to find a market application in the automotive safety sector for its chemicals detector;
- a Latvian language software developer who found a partner for a winning FP7 research funding proposal;
- a French family-owned sanitation firm that managed to navigate the labyrinth of tax legislation for cross-border services in Luxembourg with the help of a local Network partner.

Uniquely, the Enterprise Europe Network is also a way for SMEs to take part in European policy making. The Network consults companies on upcoming European

legislation and gathers their opinions on existing regulation. Using the Network's mechanisms, more than 10 000 expert opinions have already been collected which has contributed to the legislative process.

The Enterprise Europe Network promotes entrepreneurship and is an important instrument in the implementation of Europe 2020 and the Small Business Act. It is embedded in business support organisations such as Chambers of Commerce and Industry, Chambers of Craft, innovation development agencies, technology centres and research institutions, distinguished by their proximity to SMEs and their access to an EU-wide network of experts in European business affairs.

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Business Opportunities

PS436

Spanish company specializing in the design and manufacture of construction precast concrete items and the design and manufacture of plastic items is looking for trade intermediaries.

PS437

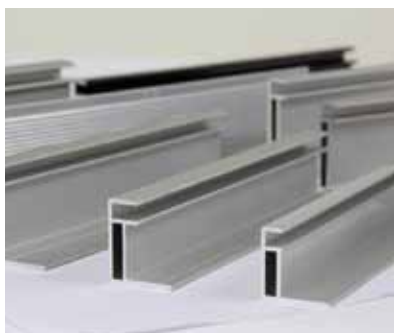
A Turkish company working as a solution partner in precision manufacturing and design fields, active in electro-mechanical systems design, sub unit design, motion control software development, system integration, prototype preparing and serial production. Is looking for joint venture or offering subcontracting agreements with companies in defence, aerospace, automotive and medicine industries.

PS438

An SME located in the Northeast Germany is offering its services as subcontractor in developing products and processes for composites, development and manufacturing of prototypes of components made of fibre reinforced composites, engineering in the field of lightweight solutions using new materials and computation and manufacturing of fibre winding structures.

PS439

A Polish company dealing in PVC and aluminium window frames manufacture along with a wide range of supplementary products, manufacture of private and public pools and other products is looking for trade intermediary services.



PS440

A Turkish company in the automotive sector manufacturing assembly parts for diesel pumps and injectors is looking for international cooperation in which they will supply machined parts for the specific needs of the partner under a subcontracting agreement. The company also produces any machined part made of steel bars, forgings, casting etcetera according to the needs of the customer.



PS441

Turkish company in the industrial machinery sector manufactures stainless steel machinery, industrial plant design, fabrication and assembly, distribution and storage systems is requesting trade intermediary services to distribute its products and is interested in related joint ventures and reciprocal production. It offers its experienced manufacturing for subcontracting.

PS442

Turkish company specializing in manufacturing of generator cabins and electric panels is offering to be a subcontractor of generator producers and other foreign companies which are in need for machining operations. Additionally, the company is looking for joint venture agreements with generator producer companies to perform generator cabin manufacturing in Turkey. It is also interested in being representatives for retailing and marketing of end-user electrical equipments in the Turkish market.

PS443

Israeli company specializing in development and production of pharmaceutical products, nutritional supplements and dermo-cosmetics for the private label market is looking for distributors as well as offering its services as subcontractor for companies engaged in these fields.

PS444

A Turkish company that specializes in manufacturing spare parts of crusher machines, concrete pumps, mixing plates, spare parts for working tools is looking for commercial cooperation opportunities with the companies that request subcontracting services. It develops projects for cement factories also manufactures casting materials such as liners, crusher hammers, segments, slotted plates and cooler plates that are used in cement factories. The company offers franchising and logistical cooperation. It requires reciprocal distribution and marketing activities.

PS445

A Lithuanian company specializing in design and manufacturing of furniture is looking for trade intermediaries and offers manufacturing services as subcontractor.



PS446

A UK company specializing in engineering and fabrication with considerable experience in the design and manufacture of steel doors and structures for land and marine projects is looking for joint venture. The company is also interested in offering its services as a trade intermediary or subcontracting arrangements.

Technology Opportunities

Active Anti- Mould and Mildew Paint with nano particles

(Ref: 10 DE 0931 3HT8)

Abstract:

A SME from the east region of Saxony has developed an active anti- mould and mildew paint with nano particles. The company specialises in coatings, thinner, paints and special products. This nano particles coating comes with a satin surface without environmentally polluting components. The nano elements give a reliable application of the paint. The company is looking for a partnership for further development and new applications.



PS- EUROSTARS - Highly accurate natural language query technology for hi-volume applications in transportation, health and finance domains

(Ref: 11 IL 80EP 3KE0)

Abstract:

An Israeli SME has developed unique natural language query technology that has been successfully deployed with hi accuracy (97%) in very hi-volume applications for public transport, banking and healthcare companies. The company seeks to submit a Eurostars proposal for joint development of similar applications adapted to various European languages. Ideal partners will be integrators active in the call centres, mobile telephony and internet applications markets.

Insulated Wall Cladding, Rendering and Finishing System

(Ref: 08 GB 4407 270M)

Abstract:

A London-based company have developed a novel easy-to-fit insulated wall cladding and rendering system which can be applied to new and existing buildings, including dashcrete. The product has a 35-year failure free track record. The company would like to work with an established company which would have autonomous control and license the system to companies working in the construction industry, particularly those active in home improvement or cladding or via a training concept

Intelligent Fuzzy Controller for Industrial Processes

(Ref: 10 PT 65BN 3I2R)

Abstract:

A Portuguese SME has developed an intelligent fuzzy controller that can easily be applied to manage different industrial control systems. The technology can be used in systems in which inputs can't be defined in terms of true or false but by using continuous values between 0 (false) and 1(true). The company is looking for partners for commercial agreements with technical cooperation.

Care Clouds - Mobile Assisted Care Environments for the elderly

(Ref: 11 GB 4201 3KH2)

Abstract:

A UK SME is developing a new mobile solution (using advanced mobile phones) for elderly and physically impaired people under assisted care living. The system provides mobility freedom for users without any constraints to a static location, and reducing the amount of pressure on carers by providing dynamic support to adjust the level of care across different individuals, locations or groups. The company is looking for technological and/or commercial partners.

New treatment solution of closed water systems for central heating, air conditioning and support of industrial manufacturing

(Ref: 09 IL 80ER 2S4O)

Abstract:

An Israeli engineering and service company specializes and provides solutions for the industrial and agricultural sectors has designed and developed a new product for treatment of closed water systems for central heating, air conditioning and support of industrial manufacturing. The solution solves damage of scale, corrosion, and bio-life forms, to protect equipment typical to these systems include pumps, faucets and devices such as regulating valves. The company seeks a partner for cooperation.



Managing, organising, hyperlinking and publishing legal documentation

(Ref: 09 LU 70DB 3FJ2)

Abstract:

A Luxembourg-based company has developed an innovative system for the management of legal documentation. This system allows the publication of centralised documentation on the Web or on paper with an automatic lay-out. Potential clients may be interested by this all-in-one solution that allows several publication outputs with only one database to update.

Automotive company seeks a partner to perform a pneumatic hose coupling tightness test.

(Ref: 11 PL 63AU 3KQN)

Abstract:

A branch of a company in Poland (Lower Silesia) active in the field of automotive component manufacturing seeks a partner which can design and perform a pneumatic hose coupling tightness test. The main goal is a functional test of the rubber seal in the conditions simulating a 10 year use period. The company seeks partners with experience in pneumatic systems from the industry or academia. The sought technology should be fully developed and ready for demonstration.

New technological and organizational solutions for rain water management

(Ref: 11 PL 61AK 3KPE)

Abstract:

A medium sized Polish company dealing with municipal water-supply and sewage system management and maintenance is looking for new technological and organizational solutions for rain water management. The sought technology should be fully developed and less expensive than constructing of traditional retention reservoirs. The company expects to conclude commercial agreement with technical assistance.

Roof mounted, ground mounted and floating photovoltaic systems

(Ref: 11 FR 37M3 3KS3)

Abstract:

A French SME has developed innovative installations of large scale solar photovoltaic systems on roof, ground and also water surfaces. Their activities include both engineering, design, financing & operating. Commercial agreements with technical assistance and technical cooperation are firstly sought with industry or technical centers (also entities in the photovoltaic & solar sector for know-how transfer and technical cooperation).

tips for writing a successful FP7 Proposal

PART 2

04

Research what has been done before and by whom

Prior to writing a project proposal, research if similar projects have already been submitted. Often the themes described in the work programme have a history of previous projects. Such projects could be found on the CORDIS website or by contacting the National Contact Point for FP7 - MCST



05

Visit Information events

The Commission, MCST and Malta Enterprise, amongst other entities, organize public information events on FP7 calls. These Events are also published on a weekly basis in the Funding Opportunities ALERT! issued by the Enterprise Europe Network Malta at Malta Enterprise.

Moreover, through the Malta Enterprise Exploratory Award Scheme apart from the Personnel Costs and Technical Consultancy Services, a maximum of two trips for meeting potential partners or for participating in information seminars or related events are also eligible costs within this scheme. Beneficiaries are also entitled to claim a per diem calculated at 60% of the official per diem rates listed down in the Scheme Guidelines. The maximum total grant in relation to travel costs and per diem is capped at € 2,000 per supported project. All travelling needs to be pre-approved in writing by Malta Enterprise. Contact Malta Enterprise for further information.

06

Set-up the perfect consortium

A good consortium is a key factor for success. Build your consortium early and ensure you get the best partners. Ideally, these partners would be well known in Europe. You must build a European consortium, with partners who fit perfectly to accomplish the tasks. Look for a balanced work plan with well defined tasks and deliverables for each partner. Engage yourself in a consortium where you feel comfortable and where you sense the will to accomplish. The Enterprise Europe Network at Malta Enterprise, and MCST assist companies in setting up the perfect consortium. Furthermore, the latest partner searches with already established consortiums are published through the Funding Opportunities ALERT! issued by the Enterprise Europe Network on a weekly basis. Contact the Internationalisation Unit at Malta Enterprise for further information.

More Tips will be included in the next issue.

To receive the latest EU Funding call for proposals, partner searches and events, subscribe to the Funding Opportunities ALERT! by sending us an email on johann.caruana@maltaenterprise.com

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