



# Small Enterprise Promotion and Training

Leipzig University  
Germany

# Leipzig University

## One of the oldest universities in Germany

- 1409: founding of Universität Leipzig by masters graduates and professors from Prague
- 600th anniversary year in 2009



# SEPT Competence Center



40  
International  
Staff  
Members



Support for  
more than 200  
companies

120 MBA  
students in  
current intakes

Projects in 21  
countries

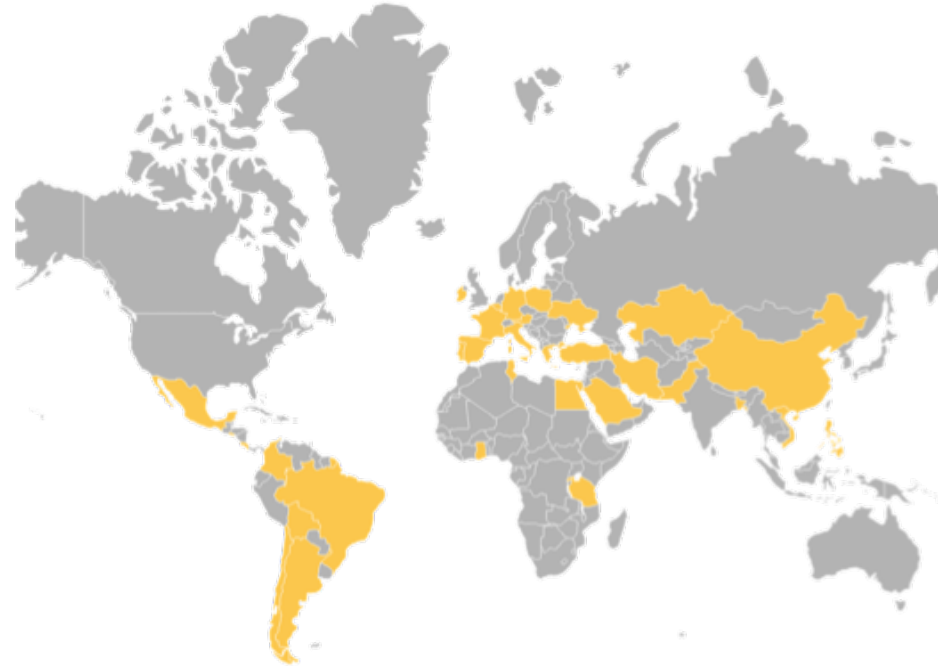
12 PhD  
students

Projects in coop. with  
public and private  
organizations

More than 1.000  
training  
participants

# Global challenges for MSME

- Identification of customer needs and market demand
- Evaluation of strengths and weaknesses to build strategies
- Finding partners and getting access to clients
- Building business networks abroad
- Adapting products and services to cultural differences
- Managing international business ventures



# University & Business

- Our goal is to create University-Business linkages
- Fostering transfer of innovation to companies
- Access to skilled personnel
- Knowledge transfer
- Strengthening support organizations



# Skill Development for MSME

## Innovation Management

- Strengthening the competitiveness of MSME
- Systematic approach to effectively respond to the fulfillment of the customers' needs
- Management Tools for innovative Product and Process Design & Innovation Processes

## International Business Development / Export Management

- Market Intelligence
- Understanding global value chains
- Creating international business models
- Finding partners to support market access

