



**PROMOTING INTERNATIONAL COLLABORATION – PIC TANZANIA CHAMBER OF COMMERCE
INDUSTRY AND AGRICULTURE**

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**SMES TRAINING ON COLLABORATING ON ENTREPRENEURSHIP IN AFRICA
(2 DAYS TRAINING) Nov. 29th - 30th, 2012.**

"TECHNOLOGICAL TRANSFER IN BUILDING INNOVATIVE ECONOMIES"

INTRODUCTION

Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA) in collaboration with and Promoting International Collaboration (PIC-Israel) is hereby arranging International training programme to explore **on the Israeli Entrepreneurial Spirit which is expected to be held here in Dar es Salaam on 29th - 30th November 2012.**

Globalization, trade liberalization and information technology diffusion have opened up growth and investment opportunities around the world—raising the bar for performance; and creating pressures on academic institutes to meet the new standards of global competitiveness.

The dramatic shift to an innovative and entrepreneurial high-tech orientation that the Israeli economy has undergone in recent years has also contributed to the prosperity of associated areas such as agriculture, pharmaceuticals and the ecology. It is with this mindset that we offer this programme of study, which, amongst other things, is designed to provide participants with exposure to the models, theories and practical approaches to entrepreneurship and innovation that Israeli professionals and academics have developed over the years.

BACKGROUND AND CONTENT

In contributing towards promoting SME's growth and development in Tanzania ,TCCIA in collaboration with and PIC (Israel) has arranged the training programme to enable SMEs get International opportunity to familiarize with international networking and lay the groundwork for collaborative activities in promoting entrepreneurship competence, helping SME's to be more creative, efficient and self-confident in market innovation through information and communication Technology applications (ICT).

The programme innovation is relevant along several dimensions; to create an information sharing platform, foster sustainability in business performance, practices, strategies, and goals.

In promoting International Collaboration - PIC are increasingly deploying 'Entrepreneurial' projects in collaboration with Africa institutions and organisations at regional and national levels. PIC has experience of nationwide deployments of strategic social entrepreneurship projects.

TARGET GROUP

The programme will involve SME's entrepreneurs key stakeholders, such as policymakers, programme managers, technical experts, entrepreneurs, service providers and community representatives or other interested groups, for example NGOs advocating for development of SME's.

PURPOSE AND OBJECTIVES

The project is designed to promote Entrepreneurship in Africa' through collaborative efforts of networking SME's and enable technological transfer in building innovative economies Specifically the programme has the following objective;

- To generate supporting commitment, build ownership and create ambassadors, ensuring that considered issues are raised based on multiple perspectives and decisions are reached collectively in a specific local context of promoting entrepreneurship.
- To support SMEs development
- To promote SMEs innovations for business growth through ICT.

EXPECTED OUTCOME

Many SME's do not have enough qualified staff to meet the challenges face in a global market. We are thus intensifying efforts to strengthen the capacity of SME's from all disciplines to prepare for the technological transfer of innovation in our economies.

It is important to note that technical innovation provides growth almost regardless of the condition of the larger economy. This programme focuses on:

- The generation of new knowledge;
- The application of this knowledge in the development of products and processes;
- The commercial exploitation of these products and services in terms of financial income generation.

Furthermore, participants will gain:

- SME's Sector capacitated with knowledge and skills for improved Entrepreneurship.
- Market innovation introduced in SME's sector through ICT
- SMEs benefit from International Entrepreneurship training.

CURRICULUM

- Entrepreneur Culture The Israeli Experience
- Innovative Management and Opportunity Recognition
- New Marketing Media for Entrepreneurs
- Strategic Marketing and Optimization
- Creating Start-up Success

- How to Market your Business Successfully in the 21st Century

PROGRAMME METHODOLOGY

These programmes are presented by Mr. Mark Street who has over 12 years experience in international executive management training for policy and decision makers as the former Director of the International Centre for National Security Studies (ICNSS). He is an experienced marketer whose experience and knowledge has been built up through the delivery of thousands of campaigns across a wide range of industries. You will be provided with the transfer of knowledge and in session tutorials. The training method will be very interactive and participatory using mixed approaches to professional and capacity building including lectures, discussions and presentations.

WORKSHOP ARRANGEMENTS

The workshop will be held here in Dar es Salaam and will target 100 participants and they will be requested to contribute **TZS 100,000/-** which will cover for 2 days conference venue, Stationeries, Breakfast, Snacks & Lunch.

The Facilitation fees will be covered by TCCIA