

Project “ME-commercer: a new VET professional profile for Micro Enterprises” 1st Newsletter



Project “ME-commercer: a new VET professional profile for Micro Enterprises” has started

We introduce our project, aimed to draft a new professional profile of an e-commerce expert shaped on Micro Enterprises needs, able to timely respond to the market trends, work on the business model of Micro Enterprises, complement their conventional commercial activities for selling and buying, enhance their performance supporting them in getting deep awareness of opportunities of EU-external trade. Research aimed to reveal schedule of e-commerce activities implementation and on-line training programme creation will be project millstones to meet the micro enterprises needs and ensure their viability and growth.

Are You a “ME-commercer”?

The project is targeted to VET learners or VET post-graduates aged 20 to 35 and/or having sectorial competences and/or having previous experiences in the marketing field, currently unemployed or underemployed. Representatives of micro and small companies, willing to develop their competences in e-commerce field also are welcome to participate in our research and on-line training programme.

Meet our project “ME-commercer” team



Project partners, combining experience of 4 very different European countries with very different geographic, cultural and social features: Lithuania, Czech Republic, Italy, Spain seeks to develop generally accepted on-line training programme, actual for all EU micro business growth.

We represent:

- Public institution Panevezys Labour Market Training Centre (Lithuania)
- Chamber of Commerce, Industry and Services of Cáceres, (Spain)
- Bluebook s.r.l. (Italy)
- ProEduca z.s. (Czech Republic)

“Clear distribution of tasks and multicultural understanding is a key for the project success”, states the project manager Vaida Sinkevičienė (Panevėžys LMTC). The 1st Transnational Project Meeting, held in Panevezys (Lithuania), in 27th – 28th of October, 2016 gave start for all the planned project activities.

Project partners now is working on the research, as a base on which will be built the e-learning platform – a comprehensive, specialised, factual and theoretical knowledge in the field of e-commerce management, suited to the market implementation of Micro Enterprises.



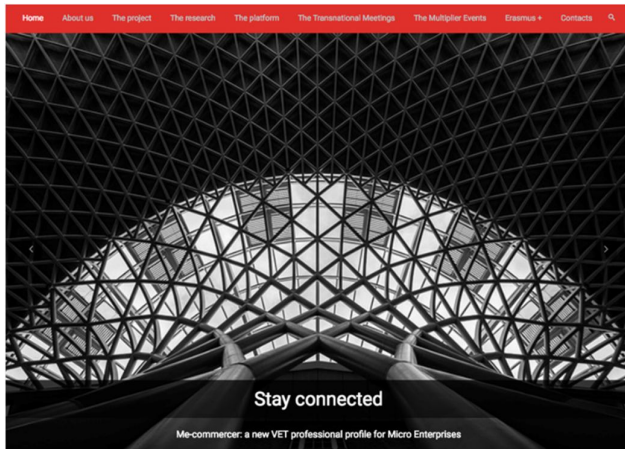
Where is ME-commercer?

The project is developed at transnational level, as it will offer to participants opportunities to better understand foreign contexts, take part and be supported by an European stable network: all key assets in the e-commerce sector and a positive trigger for work quality and employment opportunities.

Follow the “ME-commercer” activities and results in the internet:

Webpage:

<http://www.me-commercer.eu>



Social networks:



<https://www.facebook.com/MEcommercer>



<https://www.linkedin.com/groups/13502642>

Contact us:



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MOKYMO CENTRAS

<http://www.paneveziodrnc.lt/>

Cámara
Cáceres

<http://www.camaracaceres.es/>



<http://www.bluebook.it/>

ProEduca

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