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ME-commercer  
A new VET professional  
profile for Micro Enterprises



## **A NEW VET PROFESSIONAL PROFILE FOR MICRO-ENTERPRISES**

### **INTRODUCTION**

This project is designed to define a new specific professional profile: that of "me-commercer", an expert in electronic commerce adapted to the needs of microenterprises.

Seeing the rapid social and technological progress within the business world and the acceleration in the technification of production and sales processes, having properly trained professionals that meet the characteristics of a good me-commercer will be essential.

To achieve this, we are working hand in hand with four organizations from different countries to try to cover all the needs at European level. The participating countries are: Italy, Lithuania, Czech Republic and Spain.

In this program you will find videos about the real micro-enterprisers and their experiences with e-commerce and each module will end by the set of auto-evaluation questions where you can check your progress.

Find out all the details in the full version in 5 languages! : <http://me-commercer.eu/>



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## OUR REPORT ON E-COMMERCE IN EU HAS BEEN FINISHED!

The research of the ME-Commercer program was completed at the team meeting held in Turin, Italy, on June 15 and 16.



<http://me-commercer.eu/the-report/>

This first part focused on analyzing the e-commerce sector in Europe within the Microenterprises framework, reflecting and explaining the state of the market from the point of view of all the countries that make up the work team. In this way we can adapt to the common needs of Europe and not only of a specific country.

In addition to the state of the market, trends in the e-commerce sector and e-commerce training offers were also studied in each of the countries participating in this project.

Once this research was completed, the necessary dissemination was carried out so that all those people and companies interested in participating can keep informed about our training offer.



## TRANSNATIONAL COOPERATION

Meeting in Turin, Italy.



Given the substantial lack of specific reference data for the micro-enterprise sector, we decided to make a local survey in the areas of activity of the partners, which has allowed us to know their interests and needs and focus on them.

<http://me-commercer.eu/the-survey/>





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## THE SECOND PHASE OF THE PROJECT BEGINS!

During the third meeting of the team in Cáceres, on October 4 and 5, we began to develop the activities of the second phase of this project.

The purpose of this second phase is to build a training platform where:

- students can take the online e-commerce course and be trained to improve their professional future.
- local companies can improve their strengths in the global market.

Currently the partners are working to create a training program composed by different modules, in which we can find the materials and tools necessary to successfully complete each stage.

At the end of each of these modules, the student will have to pass a questionnaire where they will be reflected if they have absorbed the knowledge related to that part.



The entire training program will be developed interactively through the MOOCs platform (Massive Open Online Course).





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These are the links where you can get to know us better and follow our progress



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

Link to social networks:



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



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

Link to partners website:



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

*ProEduca*

<http://www.proeduca.cz/>



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



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