

In this issue:

- PROMISLingua enters its Pilot phase
- CeBIT 2013—A Europe of knowledge for EU SMEs

Who we are:

PROMISLingua is a pilot project that translates, localises and rolls out the existing 3-lingual (English, German and Italian) PROMIS® online service in additional six languages: Spanish, French, Portuguese, Greek, Romanian and Hungarian, making use of existing language technologies, like Machine Translation, new ways of structuring of content and cross text retrieval. PROMIS® is a highly intuitive, cost-efficient and easy-to-use integrated single entry point compliance management framework, which provides a full range of solutions for SMEs.



PROMISLingua provides a comprehensive multilingual, multinational and multipurpose eBusiness solution enabling SMEs to comply with Safety, Health, Environment, Quality and other regulations at national, European and global level.

Partners:



PROMIS[®] lingua Newsletter

Issue 9

May 2013

PROMISLingua course on Intercultural Management & Communication

The course 'Business Communication and Management of Intercultural Differences' has taken place on April 17, 2013 in Stuttgart, Germany. The course stressed the importance of cultural differences and multilingual issues for the success of collaboration with partners from other cultural background, particularly in international projects. The course was organized to promote the results of the PROMIS-Lingua project among SMEs and was hosted and organized by R-Tech. The purpose of this course is exactly to assure that engineers, managers and IT experts can understand the importance of these aspects for the success of their collaboration with partners from other cultural background. It addressed issues such as

- Intercultural value

systems

- Differences in cultural practices
- Cross-cultural project management
- Individualism vs. Teamwork

Successful management of cultural differences as a factor of success in international projects

EuroSME 2013 Irish Presidency Conference, Dublin 11 + 12 June 2013

The EuroSME 2013 high-level conference (www.eurosme2013.eu) which took place in Dublin under the auspices of the Irish EU presidency, took a closer look at what it takes to be a thriving entrepreneur in the 21st century; how small companies can compete effectively in an increasingly globalized world, and how they can gain maximum benefit from existing and future private and public support mechanisms.

The event kept its promise to bring together hundreds of entrepreneurs, policymakers, SME support organisations from the private and the public sector, and other intermediary bodies that provided their energy and ideas on how to improve the EU eco-system for

innovative enterprises.

The theme of the starting Plenary Session was "Visions of Innovation in the 21st Century" and Caterina Berbeni-Rehm from PROMIS@Service was invited to participate to the Panel Discussion "The Power of New Business Models" together with Anne-Lise Kjaer, Kjaer Global Ltd, Marc Sniukas, Doujak Corporate Development, Irene Mandl, Eurofound and Gary Conroy, Realex Payments.

The following questions were at the heart of the discussion, which was moderated by Jacquie Davis:

- What implication does the gradual emergence of 'global citizens' and an inclusive economy have for SMEs? How
- should they go about identifying what changes might be needed to their business models to adapt to this new economic environment and help them meet the challenges it poses and make the most of the opportunities it offers?
- Once companies have identified what changes are needed to their business models, how can they ensure these are implemented effectively: what challenges do they face in doing this and how can these best be addressed?
- What role can commercial and technology innovations play in helping to develop

- and implement new business models?
- How can SMEs test new business models without disrupting their existing business?
 - What are the key characteristics of a 'born global' company (one that has an international focus from the start) and what lessons can other SMEs looking to grow learn from their approach and experience?
 - What do you believe are the key ingredients of a business model that fosters entrepreneurship and innovation most effectively, and how important is this to enable SMEs to realise their full potential for job-creating growth?
- The panel discussion was lively, convincing, to the point and provided important practice-oriented answers not only to the attending SMEs but also to stakeholders and decision makers. For further details please contact:crehm@promisatseevice.eu