

This program is co-financed by the European Union and the National Funds of participating countries



**Agenda for discussion forum,
on topic**

„From your idea to your own business“

14 May 2019 (Tuesday) and 15 May 2019 (Wednesday)

**Hotel „Esperanto“
Strumica**

AGENDA

First day (14 May 2019)

Time	Presentation	Speaker
11:30-12:00	Arrival, accommodation and registration of the participants with coffee	All participants
12:00-12:30	Opening of the forum and presentation of the project "Increase Innovative Business in Sea, Environment & Agriculture and IT" in the Cross Border Region	Bojana Stanojevska Pecurovska, Center for Climate Change
12:30-13:00	Presentation of available financial instruments for young entrepreneurs	Fund for Innovations and Technology Development
13:00-13:45	Fundamentals of Entrepreneurship. How to get your own business?	Kalin Babushku, Macedonia Export (Brand Manager of Mamas)
13:45-14:00	Coffee Break	All participants
14:00-14:45	Business plan and the need of strategic planning. Developing a Mini Business Plan	Kalin Babushku, Macedonia Export (Brand Manager of Mamas)
14:45-15:45	Lunch	All participants
15:45-16:45	Development and discussion with the participants about the prepared business plans	Kalin Babushku, Macedonia Export (Brand Manager of Mamas)
16:45-17:15	Conclusions and closing of day 1	All participants
20:00-21:00	Dinner	All participants





Day two (15 May 2019)

Time	Presentation	Speaker
08:45-09:00	Registration of the participants with coffee	All participants
09:00-09:30	Opportunities by the Business Center within the South-East planning region	Representative from the Center for Development of the South-East Planning Region
09:30-10:00	Opportunities of business accelerator in Gevgelija	Risto Atanasovski - Executive Director, Florit Gevgelija
10:00-10:45	Sales basics and how to increase sales?	Petar Lazarov, Macedonia Export, Consultant for Marketing and Sales
10:45-11:00	Coffee break	All participants
11:00-11:45	Basics of marketing for small and medium enterprises	Petar Lazarov, Macedonia Export, Consultant for Marketing and Sales
11:45-12:30	Employment Opportunities and Opening Your Own Business	Employment Agency of the Republic of Macedonia - tbc
12:30-13:00	What is brand and branding?	Petar Lazarov, Macedonia Export, Consultant for Marketing and Sales
13:00-13:30	Discussion and closing of the forum	All participants
13:30-14:30	Lunch	All participants
14:30	Departure of the participants	All participants

