



This project is funded by the EU

Promotion of Civil Society Dialogue between EU and Turkey Project

'A Young Entrepreneurs Academy launched to strengthen trade with the EU'

Meeting the Challenge

Bursa is a growing 'powerhouse' for Turkish industry, accounting for nearly 9% of the added value that international trade brings to the Turkish economy. However, amongst the city's business community there is still plenty of room for growth, particularly with regard to trading within the EU, but a concern

that the emerging entrepreneurs and business managers in the city lack EU-specific knowledge. Indeed, in a poll amongst Bursa's 1500 SMEs (Small & Medium Enterprises), 73% of business owners reported that their staff needed training on EU trade policies and practices. In response to this challenge, the Association of Young Industrialists, Businessmen & Executives (BYIBEA) teamed up with

the local Uludag University and Bursa Chamber of Commerce, and through the EU Information Centre found a partner Association in Bulgaria, 'Savremie', which could provide the necessary EU business and youth expertise. With this committed combination of organisations and funding from the EC, BYIBEA has opened the doors to Turkey's first Young Entrepreneurs Academy.

The Benefits

During its first year of operation, the Academy has selected, on a competitive basis, 100 students from amongst Bursa's graduates, and is supporting them through a process of intensive training. 10 of the best students will then undertake internships with businesses in Bulgaria and the rest with businesses in Turkey. The immediate benefits are an injection of young entrepreneurs and managers ready to do business within the enlarging Single Market of the EU. The long term benefit is a model Academy that can be sustained and replicated throughout Turkey, working in partnership with the business community and contributing to that community's readiness for Accession, and adding to Turkey's job creation.

Partners

- Bulgaria, Association Savremie

The Project Facts

A total budget of 88,700 Euros

- 12 month project ending in July 2009.
- Activities include supporting the equipping of a pilot Academy, professional training courses, and practical business internships for graduates.

"Having an initiative like this for recent graduates is absolutely essential if we're to make full use of our potential"

Fatma Köse, 4th year student at Uludağ University



For Further Information:

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