

Celovec/Klagenfurt, February 2020

Export talk Austria 3

REPORT

(Deliverable/Dosežek/Erbrachte št. T2.3.1)

WHEN: Thursday, 27.02.2020 from 10:00 to 12:30

WHERE: Posojilnica Bank, Paulitschgasse 5-7, 9020 Klagenfurt am Wörthersee

TITLE: **Digitale Tools als Hilfe für eine erfolgreiche Internationalisierung eines Unternehmens**
am Beispiel des Unternehmens Activ Project Management GmbH

/

Digitalna orodja kot pomoč za uspešno internacionalizacijo podjetja
na primeru podjetja Activ Project Management GmbH

1. Agenda

10.00 *Introduction of the company Activ Project Management GmbH*

11.00 *Workshop: The use of the LinkedIn digital tool in the case of Activ Project Management GmbH is led by Manca Korelc*

12.30 *Lunch and network*

2. Participants

The export talk was attended by 12 participants. The list of participants is available as an attachment.

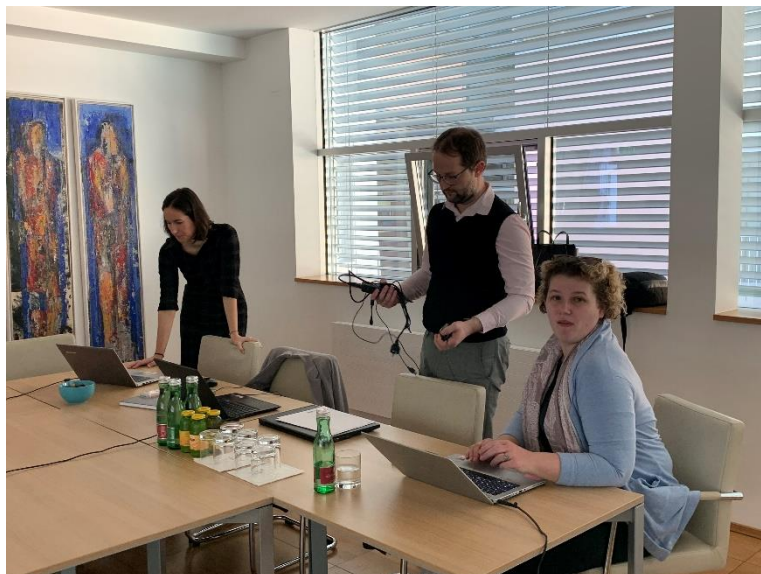
3. Program, discussion and conclusions

The aim of the Export talk was to discuss the digital presence of the companies and how to increase the digital visibility. LinkedIn is the best free business platform that offers the promotion of services, products and it an amazing tool to build the business network.

Company ACTIV reached in the last few years a nice grow and penetration on the Balkans, but they did not use many of the digital tools. In the last 1,5 they have upgraded the website, created a LinkedIn account, but did not use it too much.

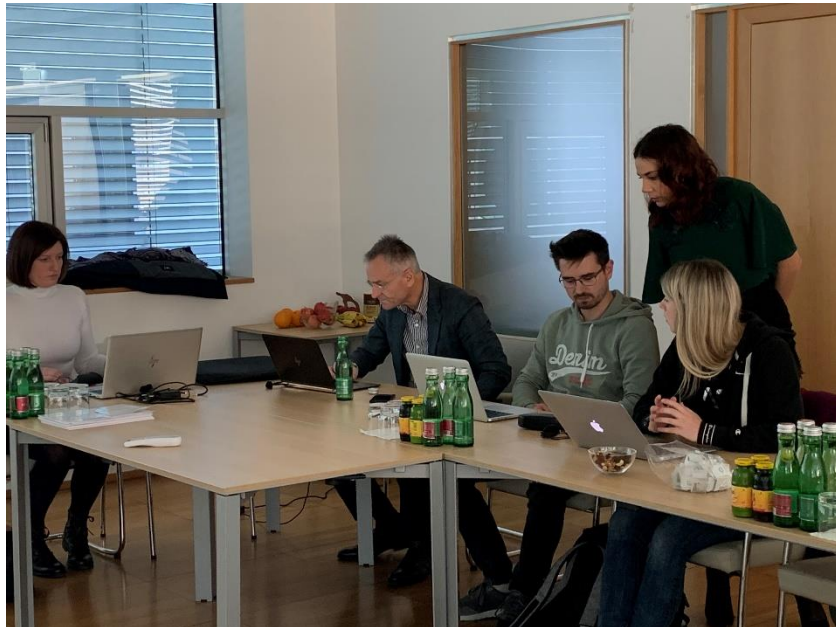
Manca Korelc is an experienced LinkedIn trainer and she gave us tips and tricks how to improve the visibility on LinkedIn. We worked on the Activ case and build our own pages.

The participant got an fantastic overview how to use tool like LinkedIn in good business practices, how t make connections and build on our business network, with an investment of half an hour per day. The results are measurable!



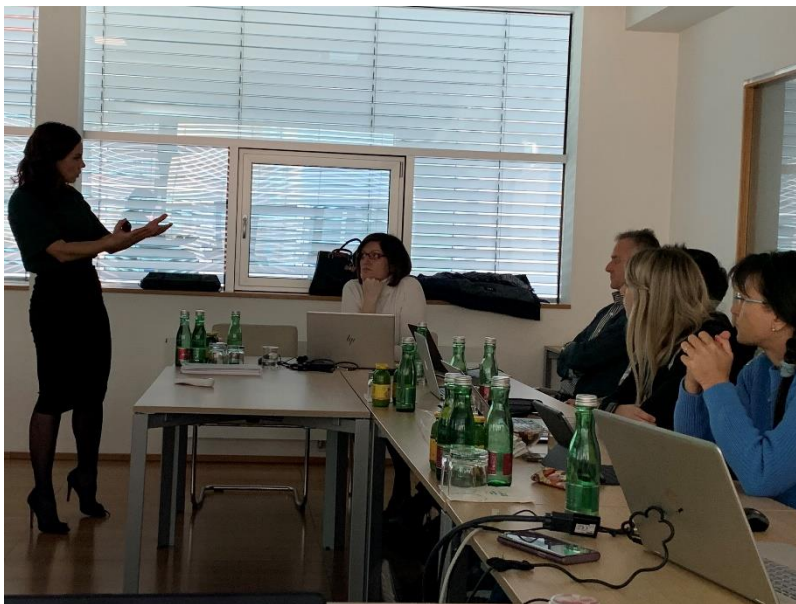
Projekt Connect SME Plus je sofinanciran iz Evropskega sklada za regionalni razvoj (ESRR) v okviru Programa čezmejnega sodelovanja Interreg V-A Slovenija-Avstrija 2014-2020.

Das Projekt Connect SME Plus wird vom Europäischen Fonds für regionale Entwicklung (EFRE) im Rahmen des Programms für grenzüberschreitende Zusammenarbeit Interreg V-A Slowenien-Österreich 2014-2020 mitfinanziert.



Projekt Connect SME Plus je sofinanciran iz Evropskega sklada za regionalni razvoj (ESRR) v okviru Programa čezmejnega sodelovanja Interreg V-A Slovenija-Avstrija 2014-2020.

Das Projekt Connect SME Plus wird vom Europäischen Fonds für regionale Entwicklung (EFRE) im Rahmen des Programms für grenzüberschreitende Zusammenarbeit Interreg V-A Slowenien-Österreich 2014-2020 mitfinanziert.



Projekt Connect SME Plus je sofinanciran iz Evropskega sklada za regionalni razvoj (ESRR) v okviru Programa čezmejnega sodelovanja Interreg V-A Slovenija-Avstrija 2014-2020.

Das Projekt Connect SME Plus wird vom Europäischen Fonds für regionale Entwicklung (EFRE) im Rahmen des Programms für grenzüberschreitende Zusammenarbeit Interreg V-A Slowenien-Österreich 2014-2020 mitfinanziert.