



Multiplier event for Maltese Startups 2016

VET4STARTUP ERASMUS+

Date : 07.11.2016 Venue : Smart City Malta (Malta)

Welcome and Registration	From 8.30 a.m.
Session 1. (Moderator: Raymond Borg, European Startup Advisor)	9a.m. –
1.1. What is VET4Start-Up Erasmus project? Objectives, actions, innovation, services	11.10 a.m.
- Video message from Dr Peppino Franco, project coordinator, EURO-Net, Potenza, Italy	
1.2. - Short introduction of HP-Life UNIDO training program by Mrs Nejiba Bouzaiane Khalfallah, InfoDev –UNIDO, Entrepreneurship Expert (Tunis, Tunisia)	
- TOOLS AND PLATFORMS TO FUNDING STARTUPS (Crowdfunding) : Global overview (Tunde Kallai)	
- STARTUP INCUBATION – How to prepare my project to the crowd? – Interactive session (Tunde Kallai)	
- THE STARTUP SUPPORT ECOSYSTEM in Malta - (Anamaria Magri Pantea)	
Coffee Break 20 min	11.10 a.m.
Session 2 : Creative thinking and World Coffee methodology (Nejiba Bouzaiane Khalfallah - Tunde Kallai – Anamaria Magri Pantea)	11h30 –12h30
World coffee team 1 : From Ideation to Commercialisation (Nejiba Bouzaiane Khalfallah)	
World coffee team 2 : ICT tools (Open design, FabLab) (Tunde Kallai)	
World coffee team 3 : “My first company”- Business aspects (Annamaria Magri Pantea)	
Jump into the Elevator pitch´- how to do?	
Meals 12.30 to 1.45 p.m.	
Session 3: VET4Startup MOOCs (test , content creation and evaluation) for start-ups/spin-offs and HP-LIFE UNIDO project summary and results 13.45 – 16.00	
1. : “ICT tools in the Start-up business development” – VET4Startup MOOC training course test and evaluation (Tunde Kallai)	
2. : HP-Life UNIDO Training program findings on the base of the results of the trained 100 entrepreneurs and trainees (Nejiba Bouzaiane Khalfallah)	
3. “My first MOOC” – mini-learning start-up course /Co-creative mini-learning course creation via Skill Catch , the first mobile MOOC authoring system (Tunde Kallai)	

Registration & More information :

Raymond Borg email : rborgprivate@gmail.com skype: rayborg

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Anamaria Magri Pantea email : anamaria@ascendconsulting.eu skype : anamariapantea



Project website: <http://www.vet4startup.eu>

Facebook : <https://www.facebook.com/VET4Startup-764026817001444/>

Twitter: <https://twitter.com/VET4Startup>

Venue: <http://www.smartcity.ae/Malta/index.php?MenuID=108>

Address: SmartCity Malta SCM1001, Ricasoli, ,Malta, Malta T:+356 2164 6666



Bios of the speakers at VET4STARTUP Multiplier event in Malta

Tunde Kallai, Senior EU expert, European Startup Advisor, Managing Director of TR Associates Ltd

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Tunde is a Senior Expert on research and open innovation on „smart cities” and living labs related models/concepts/strategies and applications. She has been involved as a project evaluator for European research and innovation projects since 2003 and registered independent expert in DG Research & DG INFSO and Media since 2002 in different size of EU programmes and projects in FP6/FP7 (IPs, SSAs, Craft, STREP) and also in ENPI CBC MED, Interreg South-Europe, Interreg Central Europe.

She was also Project Manager on behalf of private and public bodies, also for big ICT companies, like IBM, SAP, CISCO. Mrs. Kallai was one of the founders of the European Network of Living Labs (EnoLL) in 2004, where she served as a Leadership Policy Group member. Mrs. Kallai assisted and initiated the set-up of 15 Living Labs in Hungary, Malta, Switzerland, Saudi Arabia, Turkey, Senegal and Tunisia (2006-2016).

She is the co-author of the book of "The European Living Labs". She won a first prize with Dr Dingli and Mr Seychell for DINOS, the Maltese navigational system in the seventh edition of European Satellite Navigation Competition in Media category in October.2010.She also awarded a price, called „digital Oscar” after DINOS for Smart Cities, which is a Gold medal of the European Seal of e-Excellence, announced at CEBIT 2011 in Hanover, by the European Multimedia Association.

Under her coordination, the first Energy City in Hungary received its label from the Forum European Energy Award, Zurich in June 2013 with co-operation of City of Luzern, in Switzerland, supported by the Swiss Contribution Fund for the new EU member states.

She was a key expert of 33 H2020 Training sessions to forming around 450 researchers, start-ups, young entrepreneurs in Tunisia, by the support of EU PASRI program, between June 2014-June 2016.

She got an ECVET certificate a European Advisor of Start-ups, from University of Wolverhampton, in October 2015, under VET4Startup Erasmus+ project. Mrs Kallai working for META-Group as ESIC2 expert since 2012.



Anamaria Magri Pantea, Managing Consultant, ASCEND CONSULTING

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Anamaria is an economist with specialisation in finance and an MBA alumni of the Edinburgh Business School. She has over 15 years of experience in entrepreneurship support, business development and innovation management, from strategic guidance and training to assistance in projects structuring and funding sourcing, their initiation, implementation coordination, monitoring, review and evaluation.

Anamaria has both local and international experience, having worked with/in public, private and non-governmental organisations. Previously to having established Ascend Consulting, Anamaria has worked with Malta Investment Management Co. Ltd (MIMCOL) where she was involved in various consulting assignments – from better valorization of public assets initiatives to the development of Malta’s “Vision 2015 and beyond”. She was also responsible for establishing and managing the Malta National Contact Point for the EU’s Competitiveness and Innovation Programme for SMEs. Anamaria also worked with the European Commission within the European Institute of Innovation and Technology (EIT) where she was responsible for supporting, monitoring and assessing the development of its first three Knowledge and Innovation Communities.

Even before moving to Malta in 2004, Anamaria's work experience had been within the business development support services sector. Both as a credit analyst with ROBANK Romania and as an international relations officer with a major regional Romanian Chamber of Commerce, she focused on corporate clients (with a particular emphasis on SMEs), advising on and supporting their access to international markets and financing opportunities.

Anamaria is also an independent expert evaluator for a number of EU institutions, inter-governmental and national organisations providing support to entrepreneurship, competitiveness and RDI related projects and initiatives, for example under the Horizon 2020 and COSME programmes, the Czech and Slovak Operational Programmes for RDI, Eurostars-Eureka, Fusion4energy, Ambient Assisted Living, the Central European Initiative etc.

She is also engaged as a consultant by the Malta Council for Science and Technology (MCST) to conduct market research, product development costing studies, business planning exercises and facilitate client and investors meetings for the companies supported by MCST.



Eng. Nejiba Bouzaiane Khalfallah

Entrepreneurship & Business development expert, Infodev certified Trainer, HP LIFE certified Master Trainer

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Having Telecom Engineer degree, she was a member of the technical teams of management of subscribers line networks, data transmission and telecom value added services for 14 years in Tunisia Telecom.

Since 2001, when the project of establishing the first communications technology city started in 1999 in Tunisia; Nejiba was part of the founding team of Elgazala Technopark, assigned for the development of infrastructure networks and telecommunications, to start later in the core business of Elgazala Technopark and be responsible for creating and supporting innovative companies and start-ups in information and communication technology. Since 2003, she was responsible for the Elgazala incubator, her mission is to accompany, assist and coach the young entrepreneurs during their incubation phase. In 2006, Nejiba set up and then run the Business incubator of Elgazala, her mission was to ensure the sustainability of small and medium enterprises in their early years of life.

Nejiba is infoDev Certified trainer by INFODEV, World Bank program and HP LIFE Master Trainer with ONUDI.

In 2011, Nejiba integrated Tunisia Telecom to take part of the strategy corporate team, her mission is to establish clusters of SMEs and to build eco-system network around the telecommunication Operator then in 2012 move to the top management department to be portfolio manager. She is also active at some start-ups university clubs, jury member and coach in business plan competition in the universities and school of engineer.

Nejiba continue her passion on entrepreneurship with the Institute of International Education (IIE), San Francisco, and develop content for train the trainer for 32 representatives from the different region of Tunisia

Nejiba is a founding member and executive board Member of the regional business incubators "MENA-inc" managed by INFODEV, coordinator of the MENA Working Group on Women and Entrepreneurship, which is also managed by INFODEV. In civil society, Nejiba is an Open Source activist.

Nejiba worked to develop entrepreneurship curriculum and train the WES centers managers on coaching entrepreneurs and helping them building their startups. The WES Program (Women Entrepreneurship sustainability) is a program financed by MEPI and managed by IIE San-Francisco.



Ray Borg - Business Consultant, TR Associates Ltd.

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Ray's background is business development, sales and marketing having had a long career in the aviation and tourism segments.

He served as Country and Area Manager for Air Malta in Switzerland, United Arab Emirates, Libya, Belgium, the Netherlands and U.K. He was also Head Marketing Support for Air Malta in the Marketing and Product department at Head Office supporting outstations in their promotional campaigns and managing/participating in sales blitzes in various European cities.

He also worked with the Libyan-Maltese Chamber of Commerce and was involved in a number of consultancies in Malta and overseas.

He is a member of the Institute of the Management of Information Systems (IMIS/UK), holds a Higher diploma in Change and Innovation in Tourism (endorsed by the Institute of Hospitality UK) and a Diploma in Diversity Management Practices in the Tourism Industry. He is also an accredited European Start-Up advisor and has since developed an active interest in assisting start-ups throughout their various stages.

He is a team member with TR-Associates who is the Maltese partner company in the Vet4Startup project under ERASMUS+ programme.