



CEii Trentino

Innovation for artisan enterprises in Trentino

*Getting the young into jobs:
promoting youth entrepreneurship*

CEii Trentino

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Centro Europeo d'impresa e d'innovazione
**European Center for enterprise and
innovation**

CEii Trentino is a consortium that was founded in 1998 by the Association of Artisans and Small Enterprises of Trento with the support of EU GD XVI

Partners of CEii Trentino

1. Association of Artisans and Small Enterprises of Trento
2. Sapi (Company of Services for Small Enterprises)
3. Artisan Cooperative for Guarantees
4. Municipality of Trento
5. Municipality of Rovereto
6. Bruno Kessler Foundation
7. Autonomous Province of Trento



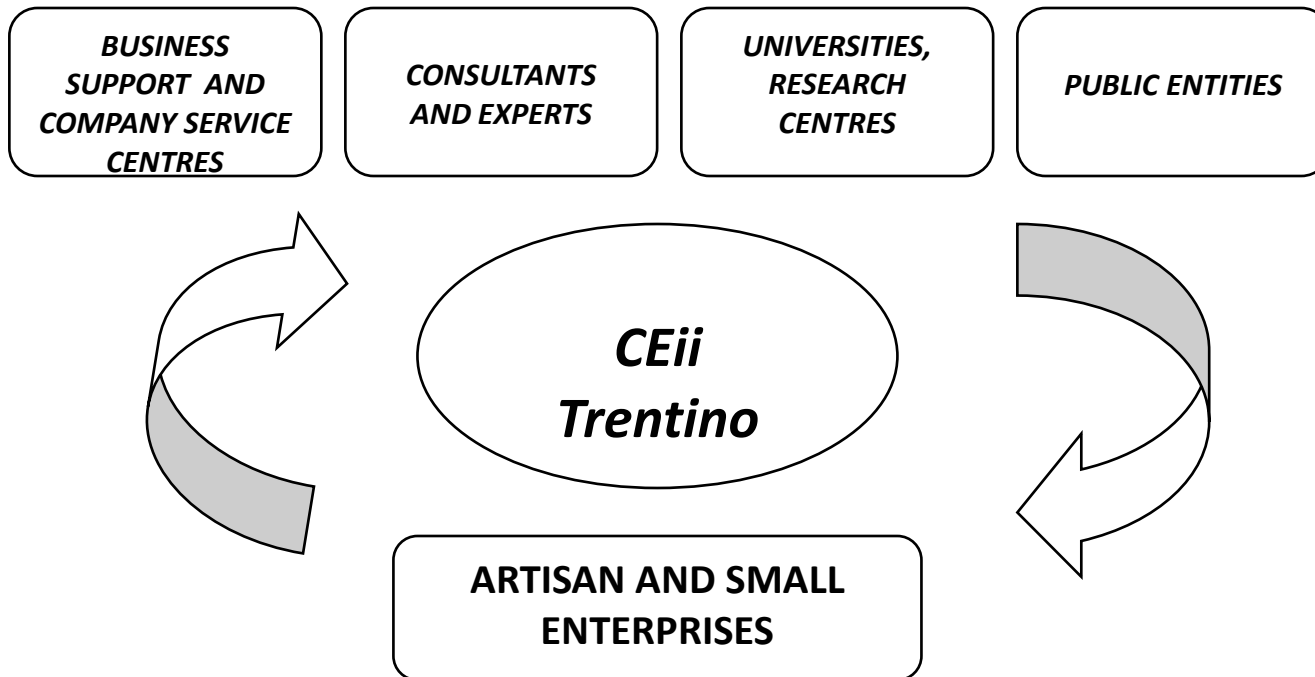
FONDAZIONE
BRUNO KESSLER

Mission of CEii Trentino

Promoting local economic development
through the **strengthening** of
artisan and small enterprises

The goals

to be a broker and intermediary
to offer quality services



Services

- Supporting research projects
- Intellectual property
- Check-up
- Technology scouting
- Supporting new entrepreneurial initiatives

A tangible example – the development of a new company

- ✓ The evaluation of the idea (feasibility, coherence, SWOT Analysis, analysis of competitors and markets)
- ✓ Defining the best type of business according to the company's activities
- ✓ Draft and evaluation of a business plan (feasible and sustainable)
- ✓ Defining what is necessary for the company's administration
- ✓ Research for financing and possible partners
- ✓ Management training
- ✓ Initial support with the management and organization of the company
- ✓ Assistance with promotion and marketing

Services 2009

SERVICES	
SUPPORTING RESEARCH PROJECTS	50
INTELLECTUAL PROPERTY	11
CHECK-UP	10
TECHNOLOGY SCOUTING	9
SUPPORTING NEW ENTERPRENEURIAL INITIATIVES	8
TOTAL	88

Activities

- Promotion of networking between enterprises
- Promotion of European programmes and projects
- Organization of workshops, seminars and meetings

Promotion of local artisanship

RUNNING PROJECTS:

- ♦ Premio ArtiGiano
- ♦ Le piccole imprese che fanno grande il Trentino
- ♦ Tirocini doc
- ♦ S.t.a.r.t. – Strade dell’artigianato
- ♦ TRIZ
- ♦ Bis – Business idee per le scuole secondarie
- ♦ DE.A – Design e Artigianato
- ♦ M.Art.E. – Monitoraggio Artigiano Trentino dell’Eccellenza

Tirocini doc: Objectives

1. encourage and support the artisan companies with initiatives aimed at improving its competitiveness
2. facilitate the meeting of artisan companies and newly-graduates or graduating students in technical-economical faculties
3. Promoting technological transfer between the University of Trento and artisan enterprises in Trentino

Tirocini doc

- ❖ Selection of 5 artisan company projects aimed at technological or organizational improvement
- ❖ Selection of 5 graduates/final year students with the adequate skills to develop the selected projects
- ❖ Duration: 12 months
- ❖ Scholarship: 12.000 euro/project

Tirocini DOC

Imprese ed Università
per rafforzare l'artigianato



BIS: Objectives

1. Inform students in secondary schools about the career possibilities in artisan businesses
2. Inform students about the starting of a new business giving them the basic tools that are necessary
3. Stimulate the creation of new entrepreneurial ideas by the students involved in the contest to create the best business plan
4. Improve ties between school training and artisanship in order to stimulate other types and modalities of co-operation



BIS

1. **COMUNICAZIONE:** presentation to the schools, participation of the schools in the project, definition of the process of participation (seminars, students to be involved)
2. **SEMINARS/TUTORING:** how to start a business, creation of a business plan, presentation of case studies, tutoring for the creation of a business plan
3. **EVALUATION:** collection of business proposals, creation of the evaluation committee, evaluation of the proposals

DE.A. – Design and Handicraft: Objectives

1. sensitizing companies towards using design as a strategic key with aspects regarding the formal development of products, the implementation of communication and the carrying out of services
2. informing about the potential use of resources related to design
3. creation of a support system with design related activities regarding the development of new products and services

DE.A. – Design and Handicraft

- Cycle of seminars on the importance of design in the innovation process
- Public selection of 5 design projects
- Selection of 5 young designers for the development of the selected projects



**Thank you for
your attention!**

CEii Trentino

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