

OUTPUT FACT SHEET

Trainings

Version 2

Project index number and acronym	CE 1569 ProsperAMne
Output number and title	O.T3.2_Professionalization into Service Export Expertise Hubs
Responsible partner (PP name and number)	Chamber of Commerce and Industry of Slovenia - PP4
Project website	www.interreg-central.eu/prosperamnet http://prosperamnet.eu/
Delivery date	10/2021

Summary description of the implemented training measure(s), explaining the specific goal(s), target groups and transnational added value

Within the ProsperAMnet project different tools that support advanced manufacturers (AMs) in different Central European (CE) countries regarding service performance and service export have been developed. Among these tools, The Service Export Radar was developed (online tool that supports AMs in their service export decisions). The main challenge that Professionalization into Service Export Expertise Hubs addressed was to train the BSOs in the project into service expertise hubs that would be able to support AMs in their service export decisions. The trainings were therefore meant to train the BSOs in the project on how to use radar and transfer domain knowledge about servitization in general.

The trainings for BSOs took part on February 9th and 10th and April 15th 2021. Both trainings were organized online and were divided in two parts. First part consisted of presentation on how the radar works, how it can be used (who the competitors are, what services can they offer), what is its practical relevance and what are the benefits for radar users. The second part consisted of demonstration. PPs learn how to use the tool and were also presented with radar user manual. After the trainings, the feedback of partner BSOs concerning usability and functionality of the tool was gathered and later implemented in the upgraded version(s). The third training took part on June 10th. Besides the PPs also associated partners of the project participated. The training was similar to the first two (presentation + demonstration). After the trainings, the FAQ manual with all the important information was written and published on the prosperamnet.eu/ website. Besides that, the “How does the service Export Radar work” webinar was integrated into the website as well.

All trainings were conducted in English language, all PPs and associated partners participated (7 CE countries). After the trainings, round tables were organized where the PPs transferred their knowledge to AMs. Each BSO in the project also created their own [Expert Hub](#) that links a team of consultants comprised of industry experts that can provide AMs their expertise in specific fields in a wide variety of service export competences.

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

AT314 Steyr-Kirchdorf; AT312 Linz-Wels
DE222 Passau, Kreisfreie Stadt; DED2C Bautzen
HU211 Fejér; HU333 Csongrád
SI021 Osrednjeslovenska
CZ031 Jihočeský kraj
ITH42 Udine
SK010 Bratislavský kraj.

Expected impact and benefits of the trainings for the concerned territories and target groups

The trainings were meant to train the BSOs in the project on how to use radar and how to transfer domain knowledge about servitization in general. Each BSO in the project also created their own Expert Hub that links a team of consultants comprised of industry experts that can provide AMs their expertise in specific fields in a wide variety of service export competences. Besides AMs and BSOs also policy makers that collaborate with BSOs benefit from these trainings (BSOs give policy makers in their region advice and recommendations for strategic actions regarding service export and artificial intelligence that is gathered in Export Hubs). The trainings therefore contribute to institutional capacity building of each BSO involved in the project.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

The tool is online available and therefore accessible for all companies. The most important sustainability factor is that the BSOs involved in the project have been trained on how to use and interpret the tools implemented in the platform. BSOs now act as service expert hubs in their regions, providing companies with expert knowledge on service performance and service export. Besides that, user manuals and webinars that can help new users learn how to use the tools are published online. The ProsperAMnet website will stay available online 5 years after the project end, which means that the tools (together with user manual + webinars) are going to stay available for use. BSOs as well are still going to offer their services as Expert Hubs and are going to develop and transfer their knowledge - using tools developed in ProsperAMner - further to different SMEs and AMs.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

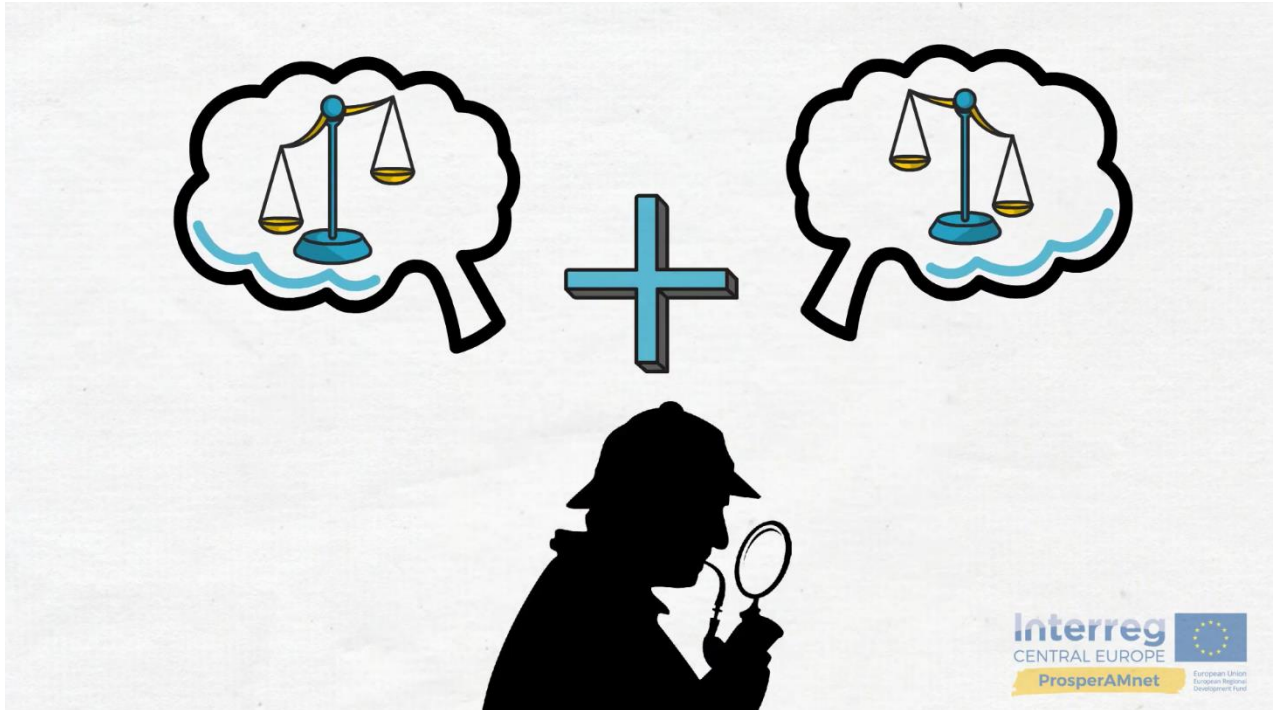
This output is directly linked to:

- O.T2.1 Service Export Radar
- O.T2.2 Training of Annotation for the AI Program (as the basis for the AI development),
- D.T2.3.7 Summary of improvement possibilities
- D.T3.1.4 Expert Hub Linking Center
- D.T.3.2.2 Radar training
- D.T3.2.5 FAQ Manual

ANNEX:

1. The webinar “How does the service Export Radar work”

Link: [Interreg CE 1569 ProsperAMnet - How does the Service Export Radar work? - YouTube](#)



2. Expert Hub Linking Center

Link: <https://www.prosperamnet.eu/experthub/>

Expert Hub Linking Center

Welcome to the Expert Hub Linking Center!

As an advanced manufacturer you need more information and support on the topics of service performance and service export? Then get connected with our Expert Hubs and benefit from a free guidance of our professional personnel. We're delivering relevant and insightful advice that you need to build your business through export service performance. Expert Hub Linking Center offers a team of consultants comprised of industry experts who are passionate about their work and provide you with their expertise in specific fields with an extensive background in a wide variety of service competences. Our team delivers a full-range of skill-sets to meet your needs. Expert Hub provides you with ideas and advice on specific service that you are looking for boosting your business. In our database we provide you with experts that assist you in building and running a successful business in foreign markets. Expert Hub Linking Center provides new markets and new opportunities! Our experts are here to guide you every step of the way. The expert database contributes to the development of service export performance in Central Europe and beyond, in accordance with the overall mission of ProsperAMnet project.

How it works?

Expert Hub Linking Center includes two main fields that you can choose:

1. STRATEGIC QUESTIONS:

In the database of strategic questions top experts from Austria, Czech Republic, Germany, Hungary, Italy, Slovakia and Slovenia are included. Their expertise are on different fields like service-innovation, data security, smart grid, IoT, AI, digital twin and many more. Whole matrix of skills can be found in Strategic questions. Choose the topic of expertise you are interested in, mark and the respective country you are interested to export and mark your location. Select the service where you need to boost your business and the database will show the most appropriate experts for your further counselling on foreign markets. Experts can answer on different questions like:

- How can we use service innovation in developing our products?
- How can we protect company's data?
- How can we integrate IoT devices and machines in our company?
- What is digital twin in manufacturing?
- What is the difference between grid and smart grid?

[Go To Strategic Hub](#)

2. OPERATIONAL CHALLENGES:

This section of the Expert Hub Linking Center connects you with export facilitating institutions, which may assist you in overcoming operational hurdles. Export institutions can answer on different questions like:

- Do you understand the target market, market price, customers, culture, competition, etc.?
- Do you have a convincing offer (value proposition)?
- Are your products or services suitable for export?
- Is there enough demand for your product or service in specific country?
- Do you have enough capacity to increase sales?
- Do you have a plan for distribution and marketing?

[Go To Operational Hub](#)