

“Promotion of digital skills in SME to enhance their competitiveness”

Online workshop

January 27, 2022; 10:00-13:00

AGENDA

10:00 – 10:10 Introduction and presentation of the workshop goals

10:10 – 10:40 Presenter - Doc. dr. sc. Mladen Turuk, Faculty of Economics and Business Zagreb,

[Digital transformation of small and medium enterprises in rural areas - The Challenges of SMEs in the Age of the Covid Pandemic]

10:40 – 10:50 Q&A and prize game

10:50 – 11:20 Presenter - OPG Brankica Borović, Natural cosmetics Viktoria

[Success story - After touring almost the entire world and working in large corporations, the two of them and their daughter Victoria found their happiness in their grandparents, which they turned into their own private and business paradise. They replaced Rome with Radučić (near Knin) and started producing natural cosmetics there. How to become the second-best young farmer and have the best-selling cosmetic product in SPAR despite the Corona pandemic?]

11:20 – 11:30 Q&A and prize game

11:30 – 12:00 Presenter – Josip Zurak, AUTHLAND, Communication, operations and customer support as pillars of marketing performance towards modern customers

[Josip Zurak will present his project Authland and through it the ways in which small and medium entrepreneurs can use new sales channels such as digital platforms, to improve their business and change the way they think about marketing. He will also point out how to adjust the rest of their operations in the process]

12:00 – 12:10 Q&A and prize game

12:10 - 12:50 Group work and discussion – sharing experiences, good practices and obstacles

12:50 Closing