

Draft programme
 DP: Cooperation with Industry
 Location: Kaunas, Lithuania
 16 04 2012-28 04 2012

<i>Date</i>	<i>Time</i>	<i>Activity</i>
Sunday	???	Arrival
Monday	9:00-09.30	Welcome word from project coordinator
	09.30-10.00	Presentation of Kaunas kolegija
	10.00-10.30	Presentation of the programme
	11.00-12.00	Lunch
	12.15-15.00	Forming of groups
	18.00-20.00	Welcome dinner in “Berneliu uzeiga”
Tuesday	09.00-12.00	Lecture: Methods for applied research Desk research about the company (macro, SWOT, marketing, logistics, culture, management etc.)
	12.00-13.00	Lunch
	13.15-16.00	Company visit: “JESIA”
Wednesday	09.00-12.00	Preparation for field research Lecture: project management and teamwork
	12:00 - 13:00	Lunch
	13:15 – 16:00	Company Visit: „SKINIJA“
Thursday	09.00 – 12.00	Lecture: SME (Small and Medium Enterprises) situation in Baltic and Nordic countries
	12.00-13.00	Lunch
	13.15-16.00	Company Visit: „STUMBRAS“
Saturday	10.00-20.00	Trip to Trakai (Castle, lunch)-Vilnius (capital free time in there)
Sunday		Free time
Monday	09.00-12.00	Lecture: Marketing Planning
	12.00-13.00	Lunch
	13.00-15.00	Group work
Tuesday	09.00-12.00	Lecture: General overview of the Baltic and Nordic countries economy
	12.00-13.00	Lunch
	13.00-15.00	Group work
Wednesday	09.00-12.00	Lecture: International trade flows between Lithuania and Baltic Nordic countries
	12.00-13.00	Lunch
	13.00-15.00	Group work
Thursday	09.00-12.00	Lecture: creative thinking
	12.00-13.00	Lunch
	13.00-15.00	Group work
Friday	09.00-12.00	Group work Innovation day continued Group presentations for the company: possibilities, barriers, alternative directions
	12.00-13.00	Lunch
	13.00-16.00	Group work refining solution Nominations of award winner Certificates handed out Evaluation and next steps
	16.00-18.00	Goodbye dinner
Saturday		Departure

Interview in Kaunas Companies

History of the Company

Information about the Staff

- Quantity of Employees
- Demand of Employees Skills
- Employees Training
- The Staff Motivation System (Loyalty)

Information about the Target Market

- Company's Customers Description
- Market share

Information about the Competition

- Company's Strongest Competitors
- Financial Results of 2009
- Company's Competitive Advantages/Disadvantages

Means of Marketing and Strengths of the Company

- The company's production description
- Production Sale Places
- Production Price Policy
- Company's Products Promotion
- New Product Creation and Launch to the Market

International Business and International Trade

- Company's Production Export Measure
- Import of the Raw Materials

Give suggestions for the company activities

Possible topics for lectures:

International trade flows between Lithuania and Baltic Nordic countries

General overview of the Baltic and Nordic countries economy

SME (Small and Medium Enterprises) situation in Baltic and Nordic countries

Marketing Planning

Basic information about companies:

JESIA (Founded in 1938).

JESIA is one of the few Lithuanian companies with a long and rich history. During more than 70 years of operation JESIA artists create products which decorates many homes not only in Lithuania but also abroad. Our ancestors founded the company commits to work creatively and responsibly. We are proud to continue a long tradition of ceramic production.

These days JESIA products are only certified serial bone china factory in the Baltic countries.

Company profile is unique, because more than 90% of all decorations are made only by hand.

JESIA porcelain piece is unique and it should be the real bone china - a long-term value.

Website <http://www.jiesia.lt>

STUMBRAS (Founded in 1906).

Share Company AB "STUMBRAS" – the oldest producers of strong alcohol drinks in Lithuania.

Starting from production of vodka, later AB "STUMBRAS" expanded its assortment and currently produces vodka, brandy, whisky, liqueurs and bitter. The distillery whose history, culture and traditions started in the end of the 19th century has been an indisputable market leader for many years. Yet, „STUMBRAS“ overstepped state borders many years ago and thus is known in many neighbor or further, foreign countries – the company exports its production to five continents out of seven.

www.stumbras.eu

SKINIJA (Founded in 1996).

Skinija is the leader in production of socks and tights in Lithuania. STYLE QUALITY COMFORT is what this company wants to deliver to the customers. Original design, materials of good quality, modern technologies are the cornerstones of success. Its main activity is the manufacture of socks for men and socks and tights for women and children. Production is made in own premises of about 4000 sq. m. Approx. 50% of it is being sold under own SKINIJA trademark, and the rest is manufactured for our various European clients and partners. SKINIJA creates and presents its original spring/summer and autumn/winter collections twice a year. SKINIJA is located in Vilijampole, a historically industrial part of Kaunas.

Website: www.skinija.lt