



COSMO 2008 SMALL BUSINESS CONFERENCE

“Одржливо Претприемничко Вмрежување”

“Sustainable Entrepreneurship Networking”

**27 - 28 November 2008
Skopje, Macedonia**



COSMO 2008 Small Business Conference is supported by the **Small Business Chamber of Macedonia** and the **Economic Chamber of North-West Macedonia**

- CALL FOR PAPERS -



COSMO INNOVATE CENTER

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CALL FOR PAPERS

Background

Launched in 2008 by the **European Commission**, the Enterprise Europe Network offers easy access and proximity to local services for SMEs, thus creating regional business gateways. Business actors are encouraged to share, define and disseminate best practices in fields such as innovation, expansion to new markets, enlargement of the client base, improvement of market position, etc.

Therefore, in all member states, but also in candidate states as Macedonia, strategies and programmes are currently under preparation to encourage companies in regional networking, and internationalisation of their expansion. According to the last data by the [Observatory of SMEs](#) (Analytical Report 2007) only 8% of SMEs are involved in exports, only 12% of SME inputs are purchased abroad and only 5% of EU SMEs obtain income from foreign business partnerships.

Numerous studies demonstrate the direct link between internationalisation and increased SMEs performance. Pro-active internationalisation reinforces growth, enhances competitiveness and supports the long term sustainability of companies. Yet European SMEs still depend largely on their domestic markets despite the opportunities and threats brought by globalisation and most importantly, by the enlarged single market.

The Goals

Business networking is critical for sustainable development of Macedonian companies as building the relationship in the entrepreneur network they get support for their goals, avoid isolation, make connections, receive new information of local and international market.

The stimulation of the partnership through models of local, cross border and global e-commerce business networks is a priority of the **COSMO 2008 Small Business Conference**.

Objectives

- To provide education seminars and workshops to Macedonian small business and entrepreneurs
- To highlight current trends that will help Macedonian small business grow, increase sales
- To provide an avenue for participants to refresh existing professional relations as well as developing new ones



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Audience

The COSMO 2008 SBC will be marketed to Macedonian and South East Europe region SME and entrepreneurs. We anticipate the conference will be attended by:

- individuals considering starting a small business
- small and medium business owners & managers
- small and medium business vendors and service providers
- business incubators and clusters representatives
- local and regional Chambers of Commerce
- public institutions supporting SME and entrepreneurship
- financial institutions and foundations supporting SME and entrepreneurship
- business angels networks

Session Formats

The Conference Programme Committee is seeking proposals which directly relate the above mentioned audience, goals and objectives and may include but not be limited to those areas which reflect:

- SME Development in Transition and Developing Economies
- Small Business Support Services
- Export Marketing Networks
- Micro-finance, Development Banking, Innovative SME Financing
- Social, Environmental, and Ethical Responsibility and Sustainable Development of SMEs Networks
- Business Network Management and Growth
- Regional and Rural Business Networks
- Cross-border and Global e-commerce networks
- Energy Efficiency and ECO Innovations
- Types of Entrepreneurship and Entrepreneurs (e.g., Women, Minorities, Youth and Community and Social Entrepreneurship)
- Training and Development of Entrepreneurs
- Governance and ownership of small firms, including family firms and entrepreneurial firms
- Corporate Entrepreneurship

The papers could address the following aspects:

- successfully realised projects
- sustainable innovations
- programmes, strategies, networks, partnerships
- information, marketing, dissemination
- innovative financing solutions
- R & D projects
- integrated strategies for business networking

Presenters must demonstrate how the session will be interactive and clearly articulate the take-aways for the programme participants



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Language

The Conference language is English.

Paper Template

For all COSMO 2008 SBC papers please use the template file: [EECtemplate.doc](#) (please download from www.cosmoinnovate.com.mk)

This file is intended to be used with MS Word word processor and it should be used for all COSMO 2008 SBC papers. It also contains additional detailed instructions for designing your paper. We would be extremely pleased if the authors would follow those instructions to the letter.

Only the papers written in MS Word.doc file format supplemented by Adobe Acrobat.pdf file format will be accepted. Maximum length of the paper is limited to 6 pages of proposed format.

All papers should be submitted by email to the COSMO 2008 SBC
contact@cosmoinnovate.com.mk

Deadline for the submission is 30 September 2008

Papers Review Process

The Review is conducted by the Conference Programme Committee. Notification of acceptance will be sent no later than 15 October 2008.

Expectations

We expect presenters to:

- meet all deadlines
- not add a co-presenter or change the identity or number of presenters without informing the Conference Programme Committee at least two weeks before the conference
- arrive at least 30 minutes prior to the start of your session
- speakers must utilize the entire allotted time
- submit the power point presentation at least two weeks before the conference
- allow name, biographical information, photo and session description to be published in Conference promotional materials

Benefits of presenting

- valuable professional exposure
- promote your session on the Conference web site and in appropriate marketing materials
- paper announcement in the Conference Book of Papers
- reduced registration fee for the conference



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- opportunity to network with others of like mind as well as potential new contacts and clients

A note concerning Honoraria – The COSMO Small Business Conference is conducted in the spirit of serving as a platform for innovation, education and professional development for Macedonian small businesses and entrepreneurs. We look for contributors who are willing to share their area of expertise without expectations of payment in the spirit of service and education, a major component for which the COSMO Small Business Conference was founded.

For any further information, do not hesitate to contact us:

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We expect your call.

Sincerely yours,

Edward Sofeski
COSMO 2008 SBC Project Manager



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