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TEBD CHAMBER ACADEMY 2022

A management Training Program
for middle and senior level Chamber

30 May -3 June 2022
Jerez | Spain





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THE TEBD CHAMBER ACADEMY

The **TEBD Chamber Academy** is an intensive management training programme for the middle and senior level executives of Chambers of Commerce and Industry (and Commodity Exchanges) in Turkey and the EU. It offers you the opportunity to:

- Improve your management and strategic planning skills and know-how;
- Learn about how to develop innovative services for your members;
- Network and exchange with your fellow Chamber executives from the EU and Turkey.

The Academy model has been developed by Eurochambres during more than 15 years. It is designed specifically for Chamber and Commodity Exchange executives, offering a training on how to improve the management and performance of a Chamber or Commodity Exchange.

KEY BENEFITS

- A personal development program designed exclusively for Chamber executives
- A unique benchmarking exercise for Chambers
- A platform for innovative debate and exchange of best Chamber practices
- Four exciting and intensive days for networking, contacts, new projects and new partners
- A valuable and enjoyable investment in your career
- New ideas and new angles for thinking out of the box in inspiring settings





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LEARNING FORMAT



COURSE PARTICIPATION

This training is designed to allow maximum participation through debate and discussion. Participation and preparation is crucial. Most courses are in small groups of 15-20 people.

LEARNING MATERIAL

All participants will receive an individualized booklet comprising of all the material and references for each course selected and a participants' directory including all contact details and short CVs of the participants, course leaders and organizational staff.

COURSE LANGUAGE

The TEBD Chamber Academy will be conducted in English. However, simultaneous interpretation will be provided during the courses for a better understanding if needed.

ACADEMY CERTIFICATION

Participants who have completed the 4-day Academy will receive a certificate from **TOBB** and **EUROCHAMBRES**.

TARGET PARTICIPANTS

The programme is designed exclusively for Chambers' middle and senior level management (**Secretary General, Deputy Secretary General, Head of Departments, Directors and any other management positions**), who will have the authority to introduce the acquired knowledge in their organisation.



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TRAINING CENTER



The TEBD Chamber Academy 2022 will take place in the **Barceló Montecastillo Golf Sports Resort**, a beautiful and inspirational venue located in Jerez (Cadiz), in the south of Spain. The hotel is only 10 minutes far by car from Jerez airport, and 1 hours from Sevilla Airport.

The hotel, recently refurbished, surrounded by a fantastic natural setting and a 19th-century castle on the outskirts of Jerez de la Frontera. This resort is in a privileged location next to the famous Circuito de Velocidad, and just half an hour from the sea side.

The rooms are equipped with all the comforts of a 5-star hotel, and among all the facilities it includes, 18-hole golf course, football pitches, U-Spa, Snack Bar and Restaurant with regional and international dishes.





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PROGRAMME OVERVIEW

	MONDAY 30 th May	TUESDAY 31 st May	WEDNESDAY 1 st June		THURSDAY 2 nd June	FRIDAY 3 rd June
9:00-10:30	Participants' arrival & transfer to the hotel	Core Course 1	Optional Course 3	Optional Course 4	Core Course 2	Departure to the airport
10:30-11:00		Coffee Break	Coffee Break		Coffee Break	
11:00-12:30		Core Course 1	Optional Course 3	Optional Course 4	Core Course 2	
12:30-13:30		Lunch	Lunch		Lunch	
13:30-15:00		Optional Course 1	Optional Course 2	Optional Course 5	Optional Course 6	
15:00-15:30	Welcome Words	Coffee Break		Coffee Break		
15:30-17:00	Presentation programme & Pitching Session	Optional Course 1	Optional Course 2	Optional Course 5	Optional Course 6	Networking Break & Certification ceremony
17:00-18:00		Networking Break		Excursion		
18:00-19:00	Welcoming Cocktail					Gala Dinner
19:00-19:30	Dinner	Dinner (Outside)		Dinner		
19:30-...						



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1. CORE COURSES

C.C.1. SME Support Services

SMEs are the backbone of any economy; they need therefore specific support, to be established, to grow, etc. This course will identify some best practises in Chamber services for SMEs.

Why do SMEs need support? What specific support do they need in the current times? What are the best practices from the EU and from TR? What type of services do the Turkish and European Chambers provide to support SMEs?

C.C.2. How to Expand your Network and Find Partners

Today building a solid network in a professional environment is an essential skill. In this practical and interactive course you will understand the value and power of networking. You will learn how to build and maintain a strong and valuable network.

On the other hand, this course will offer the opportunity to get to know each other, strengthen existing ties, or broaden your network, share knowledge, find partners for future projects, establish further collaboration, tackle bilateral issues, etc.

Core courses will run during the first and the third day of the Academy programme; all participants will attend both core courses. Moreover, participants will follow 3 optional courses. Applicants should indicate in the application form which option are they selecting for each Optional Courses. Applicants will just find 2 options per optional course.



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2. OPTIONAL COURSES

O.C.1. Project Management, Reporting and Monitoring

EU and TR Chambers are managing and implementing more projects day by day. Thus, this course will help executives to understand the project management methodology, completing the project in the timeframe, how to monitor their project team and reporting.

O.C.3. EU Green Deal, Fit for 55

What is EU Green Deal 'Fit for 55'? How it will affect to EU and TR Chambers, their members and the trade relations between EU & TR? How products and services should change? Discuss initiatives in order to provide SMEs with sufficient planning security and to foster a business case for investment in the green transition.

O.C.5. Trade and Investment

How to engage SMEs in the world of trade & investment, creating a constructive dialogue on key issues facing the EU & TR, developing cooperative initiatives to enhance small business participation in international trade. Trade and Investment opportunities in the EU & TR.

O.C.2. Digital Chambers & Shaping Digital Future

Modern Chambers need to embrace the digital revolution: offering digital services, helping SMEs to understand the potential of e-commerce. Best practices will be presented, both from EU and Turkish Chambers.

O.C.4. Income Generation & Innovative Services in Chambers

Increasingly, both EU & Turkish Chambers need to generate income, as a complement to the membership fees. What are the best sources of income, how to develop an effective income generation strategy, what innovative services could generate more income?

O.C.6. Circular Economy

This course offer a clear overview of the Circular Economy, its priorities and the main challenges faced by the SMEs. The course will wide range of initiatives led or co-managed by Chambers in the field of Circular Economy, not only by sharing initiatives but also to collaborate.



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REGISTRATION PROCESS

This TEBD Chamber Academy offers 40 places. Participants will be selected by TEBD Team, Eurochambres and TOBB; on the basis of their profile and motivation, as well as geographical balance. Priority will be given to the Administrative Staff such as Secretaries General, Deputy Secretary General, Directors or Head of Departments.

Interested candidates should complete the TEBD Academy Application Form attached to this document, indicating their motivation and preferred choice of optional courses, and submit it to ustarroz@eurochambres.eu by **May 10th, 2022**.

Candidates will be notified of the selection results by approx. May 16th, 2022. Confirmed participants will receive their individual course schedule, and further practical details to prepare their participation.

CONDITIONS FOR PARTICIPATION

The TEBD project covers all costs of participation for selected participants: travel to/from the Academy venue, accommodation and meals during the training period, as well as the cost of teaching and teaching materials.

In return, participants will be expected to actively contribute to each course, present specific ideas on how the training will be applied in his/her Chamber, and complete a detailed feedback form after the event.



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FOR MORE INFORMATION

TEBD / EUROCHAMBRES

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