

Fraunhofer Institut
Fabrikbetrieb
und -automatisierung

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To Whom It May Concern

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04 September 2008

Invitation smE-MPOWER First Annual Learning Event, 5 -6 November 2008

Dear colleague in innovation support,

smE-MPOWER has become the **leading approach** to cooperation coaching in Switzerland and has lately been recommended by the European Commission for its path-breaking qualities.

smE-MPOWER pioneers a systemic approach to **empower SMEs** for research in the long term. Evidence suggests that companies consider long-term investment into their innovation opportunities only when the creation of substantial new value for customers and the firm becomes a realistic expectation. Reality, however, is that for most SMEs the ensuing challenges of international collaboration and open innovation present unexplored territory.

Intense person to person coaching sessions consequently supporting collaborative business innovation, leading the company from idea over partnership to realisation, have become the hallmark of the smE-MPOWER approach to **cooperation coaching**. Its emerging community offers a framework for coaches to find peers to work with and to learn from, share lessons and tools from daily practice, pursue a structured pathway towards job accreditation and expand their professional networks of regional key players around Europe.

If you are interested in developing cooperation coaching in your region and willing to invest in smE-MPOWER, this is a unique point in time to **join the community** with its opportunities for new business, strategies and competences in your organisation. Please note the attached flyer.

Looking forward to hearing from you soon,

andreas wolf
smE-MPOWER network coordinator

Vorstand der Fraunhofer-Gesellschaft
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Meeting Purpose:

- Learn how to develop your strategies, resources and operations with smE-MPOWER
- Experience key elements of the knowledge community: cases, tools, training
- Enjoy new business connections and plan for shared action

- When** November 5, 2008, 9:00 a.m. to November 6, 2008, 23:00 p.m.
- Where** Fraunhofer IFF, Sandtorstr. 22, 39106 Magdeburg, Germany
- What** Two full days of business interaction and enjoyable times with meals, wines and sports
- How** High participation workshops around **key themes**, lessons learnt, breakout groups, and joint planning
- Who** Strategists and decision makers of SME intermediaries: the meeting is ceiled at 20 participants!
- Costs** 1250,- Euro covering the event and a one year community membership (incl. 30% savings on any future training modules for coaches)
- Hotel** Best Western Hotel Geheimer Rat, Goethestraße 38, 39108 Magdeburg: 63,- Euro single room incl. breakfast

Understand and discuss your business potential within smE-MPOWER

- **Coaching for business innovation: stronger services to your SMEs**
- **Training and accreditation: professionalising your coaches**
- **Positioning smE-MPOWER strategically in your region**

Get active, make decisions and plan for value collaboration:

- **As a peer-community: find partners for your coaching cases**
- **As a knowledge community: experience proven coaching tools**
- **As a strategic network: initiate projects, offer your competence, share your opportunities**

www.sme-mpower.net

Register until OCTOBER 1ST, 2008 by FAX to 0049 391 / 40 90 - 93 901

Full Name	
Position	
Organisation	
Email	
Phone	
URL	

Confirmation, invoice and further information will be sent to you following registration. Please do not hesitate to contact us for any questions: andreas.wolf@iff.fraunhofer.de.