

Press Release

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RESILIENT SMEs, STRONG TOMORROWS PROJECT ENDED

SMEs RECEIVED APPROXIMATELY ONE THOUSAND HOURS OF TRAINING AND COACHING, AND GRANTS OF TRY 30 THOUSAND EACH

The “Resilient SMEs, Strong Tomorrows” project, launched by TÜRKNFED in cooperation with SPARK to increase the resilience of SMEs and to develop a culture of working together in the business world, has been completed. 42 hours of training, 952 hours of group and one-to-one coaching were provided within the scope of the project which accepted 57 companies including 28 Syrian-owned and 29 Turkish-owned enterprises. 45 SMEs that fulfilled the conditions of participation had the opportunity to benefit from a grant support of TRY 30 thousand each. Digitatip, which operates on the ‘SaaS Distance Education Platform’, received the highest score at the Demoday held at the closing of the project.

Organized by **Turkish Enterprise and Business Confederation (TÜRKNFED)** in cooperation with the Netherlands-based NGO SPARK with the aim of improving the working culture in the business world and increasing the resilience of Turkish- and Syrian-owned SMEs and financed by the **Qatar Development Fund**, the “Resilient SMEs, Strong Tomorrows” project ended with the Demoday event.

Orhan Turan: “The cooperation of our Turkish- and Syrian-owned SMEs sets an example for our business world”

Stating that they have implemented the “Resilient SMEs, Strong Tomorrows” project in line with the needs of SMEs, **President of TÜRKNFED**, made the following remarks: “The world is evolving towards a new global system within the scope of digital and green transformation, also called twin transformation. Countries and companies that interpret this change correctly, have high adaptability, and focus on innovation gain a competitive advantage. As we set out for this project, we aimed to increase the resilience of SMEs against crises such as disasters and pandemics, to support their digital transformation processes, to contribute to social cohesion, economic inclusion and prevention of workforce loss. At this point, we observe that our participating SMEs have developed serious awareness in these areas. In addition, the cooperation and cooperation of our Turkish- and Syrian-owned SMEs sets an example for our business world.”

57 companies received training, 45 companies were entitled to a grant of TRY 30 thousand each

Among the 130 SMEs that applied to the “Resilient SMEs, Strong Tomorrows” Project, 57 companies including 28 Syrian-owned and 29 Turkish-owned companies were accepted. 45 of these companies were entitled to benefit from the grant support within the scope of the program by completing the 80 percent participation requirement. The support of TRY 30 thousand each will be used to meet the digital infrastructure needs of participating companies within the framework of growth targets and analyses.

42 hours of training in 6 modules

Within the scope of the project activities that lasted for nine months, first a Needs Analysis Report was issued in order to create training and coaching modules. Then, an education curriculum was prepared by **BAUSEM - Bahçeşehir University Continuous Education Center**. A total of 42 hours of training was given in 14 training sessions consisting of 6 modules, including human resources, digital technologies, process development, financial risk management, foreign trade, branding and e-commerce.

952 hours of coaching in 8 different titles

The duration of group and one-to-one coaching, given under eight different headings, including project writing for national and international funds, commercial law and customs regulations, bureaucratic Turkish, stress and risk management, brand management, e-commerce, leadership and effective management, and digital transformation, was 952 hours. Thus, the total duration of training and coaching reached 994 hours.

1,071 people were reached with 6 webinars

The webinars organized within the scope of the project were open to the general public as well as the participants. A total of 1,071 people were reached with the webinars where the effects of digitalization on business processes were discussed from different aspects.

Closing with Demoday

The closing of the “Resilient SMEs, Strong Tomorrows” Project was made with the Demoday event. In the three-day event, the participants were given presentation preparation training and various workshop activities were organized. The presentations prepared during this process were made online in front of the jury on the last day of Demoday. The top 4 determined as a result of the evaluation - Digitatip, GÖZDE ÖNCÜER, Lemur Store and Audteye - were awarded with Artificial Intelligence technological products while Digitatip operating on the ‘SaaS Distance Education Platform’ received the highest score.