

Press Release

8 April 2021
TÜRKon/hb/21-12

THE THIRD EVENT OF THE “RESILIENT SMEs, STRONG TOMORROWS” PROJECT HAS BEEN HELD

Tips for Digital Innovation from Leaders to SMEs!

The third meeting of the webinar series within the scope of the “Resilient SMEs, Strong Tomorrows” project, which is implemented in cooperation with SPARK with the aim of developing the culture of working together in the business world and increasing the resilience of SMEs by TURKONFED, took place. At the event, organized with the theme of "Digital Innovation During Pandemic Process" participants drew attention to the development of innovation culture and the impact of digital change on professions, companies and people's behavior.

April 8, 2021 / İstanbul - The third meeting of the webinar series "Resilient SMEs, Strong Tomorrows" Project, which is implemented by the **Turkish Enterprise and Business Confederation (TÜRKONFED)** in cooperation with the Netherlands-based non-governmental organization **SPARK**, with the aim of developing a culture of working together in the business world and increasing the resilience of SMEs with Turkish and Syrian capital, was organized with the theme of "**Digital Innovation During Pandemic Process**". The event, moderated by News Anchor Seda Öğretim, was attended by **TÜRKONFED Vice President Ural Aküzüm, Manpower Group Turkey Manager Feyza Narlı and Gemius Turkey, Greece & MENA Country Manager İdil Kesten.**

The last three events of "**Resilient SMEs, Strong Tomorrows Meetings**" will be held on April 21, May 5 and May 18 at 15:00 with different themes. Online activities can be followed at www.dkgy.org.

1.5 million TL fund to 50 SMEs

With the "**Resilient SMEs, Strong Tomorrows**" project, which aims to develop a culture of working together between SMEs with Turkish and Syrian capital, it is aimed to increase the resilience of SMEs against disasters and pandemic crises, to support digital transformation processes, to ensure social cohesion, to increase economic inclusion and to increase the workforce. It is also aimed to contribute to the prevention of loss. The "**Resilient SMEs, Strong Tomorrows**" project which brings, 50 SMEs together, 25 from Turkey and 25 with Syrian capital, carried out over four main activity areas: training, webinar, matching and coaching meetings. Within the scope of the eight-month project financed by the **Qatar Fund for Development (QFFD)**, a total of 30 thousand TL will be provided to each participating company, 1.5 million TL in total. The fund will be used to improve digital transformation processes and to eliminate the infrastructure deficiencies identified in the training processes of the project.