

Going Abroad – the Success Story

A documentation of a project connecting
women's business potential across borders







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Going Abroad in a minute!

WHAT? Going Abroad was a project in the South Baltic Cross-border Co-operation Programme 2007 – 2013, part-financed by the European Union (European Regional Development Fund). The objective was to strengthen the business potential of women's enterprises across borders by creating networks and providing new knowledge to enable them to run their enterprises sustainable and competitive. In cooperation with partners and associated organisations from the South Baltic region, Going Abroad involved approximately 300 female entrepreneurs with micro businesses. A fortune of international expertise, experience and likeminded people were used to help the participating entrepreneurs to growth and to establish their businesses on an international level.

WHEN? The project started in June 2011 and ended in April 2014.

HOW? One of the project's cornerstones was the implementation of cross border networks and Success Teams to simplify the steps to export and international trade. Another cornerstone was to establish long lasting contacts between the partners and associated partners. It was also to create meeting places and contacts between the participating entrepreneurs in order to enable business development and increase the knowledge about the neighbours in the South Baltic Region. Other crucial activities were the development of a model for thematic workshops, the making of the Success Teams handbook and two gender analysis reports on the present situation for women's entrepreneurship in the South Baltic region.

PARTNERS:

- Region Skåne, Regional Resource Centre for Women, Sweden
- Women into Business, Mecklenburg-West Pomerania, Germany
- Hanseatic City of Rostock, Germany
- Winnet Kronoberg, Sweden
- Kretinga Women's Information and Training Centre, Lithuania
- Rietavas Business Information Centre, Lithuania
- Christina – the association for enterprising women/ Winnet Kristianstad, Sweden

ASSOCIATED ORGANISATIONS:

- Rotorwerk Project Services, Rostock, Germany
- Winnet Sweden
- Winnet Europe
- the Municipality of Växjö, Sweden
- the Municipality of Kristianstad, Sweden
- University of Szczecin/WRC, Poland

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A few words about the publication

DURING NEARLY THREE intense years 300 female entrepreneurs from Sweden, Germany, Lithuania and at the end also from Poland got the exciting opportunity to meet, share ideas and experiences, support each other and together form teams for collaboration and successful businesses – across the borders. This publication presents not only the project and some of the many activities; it gives the stories of the entrepreneurs' experiences, the cross border development of the method across the borders and the Success Team Method and the teams inspiring achievements.

THE PUBLICATION CONTAINS PASSAGES ON:

- ▶ **Going Abroad:** why a South Baltic region project for female entrepreneurs, what was achieved and how was it done?
- ▶ **Labour market, entrepreneurship and cross border exchange:** what can a gender analysis tell about the present situation for women in the South Baltic region?
- ▶ **The Success Team Method:** where was it formed and how has it been used within Going Abroad? Read about the crucial steps from thematic workshops to forming a Success Team, about the further development of the Cross Border Method and the expansion to new countries.
- ▶ **Meet the Success Teams:** the teams and their participators are presented throughout the publication, along with voices of experiences and achievements well worthy to inspire and learn from.
- ▶ **Keep going abroad:** achievements of the project, the future use of the many development beyond the project.

Enjoy!

Bodil Nilsson, Ulrika Melander and Maren Buchmüller
Region Skåne/Regional Resource centre for Women in Skåne



Fruitful discussions at cross border meeting
in Kristianstad, Sweden, spring 2012.

1. Going Abroad!

– about the project and the labour market, entrepreneurship and cross border exchange in the South Baltic region from a gender perspective

Success to me is to know there is always a solution. Ewa Putek

It's very important to meet people, to listen to them, to share with them and to be open while doing this. Rasa Baliuleviciene

Success to me is to believe that your dream can come true. Remember that it is you who make the first step. There are a lot of people who can and want to help us making our professional dream come true! Marta Hozer - Kocmiel

Going Abroad

– a project connecting business potential across borders

At present the creative and business potential of women is the most effective potential for regional development. And it is necessary to lead this potential into the international market and the economic development!

Danuta Hübner, former Commissioner for Regional policy in EU, Poland

AS A SMALL-SCALE ENTREPRENEUR it can be difficult to take the next step and expand your business to an international market. That is why the project Going Abroad aimed to strengthen the position of female entrepreneurs with micro businesses. In cooperation with partners and associated organisations from Sweden, Germany, Lithuania and Poland, Going Abroad brought together a fortune of international expertise, experience and likeminded people; all invaluable resources that were used to help the participants to growth and to establish their businesses on an international level.

The objective of the project was to strengthen the business potential of women's enterprises across borders by creating networks and providing new knowledge to enable them to run their enterprises sustainable and competitive. Through this their ability to tackle the problems associated with accessing new markets and facilitate the steps to export and international trade was strengthened. One of the project's cornerstones was therefore the implementation of cross border networks and Success Teams, which simplifies the steps to export and international trade.

Going Abroad aimed to:

- Promote female entrepreneurs in micro enterprises to growth by helping them tackle the problems with accessing new markets.
- Develop cross border networks that are facilitating their steps to export and international trade.
- Train female entrepreneurs in rules, regulations and methods for export within different identified branch networks and to implement business meetings between micro companies in the participating countries.
- Work in Cross Border Success Teams composed by 8-10 entrepreneurs with micro companies from the participating countries.
- Spread the Cross Border Success Team method to other countries.

Target groups and prospects

Going Abroad's efforts were well in line with European, national and regional strategies for development. These strategies highlight the importance of utilising the potential in small and medium enterprises to create growth in society; a potential which also

has a clear gender dimension as fewer women than men start up and run businesses. Amongst women there may be many successful entrepreneurs to be and that belief was the reason why Going Abroad aimed to target and support female entrepreneurs.

The project's primary target group were female entrepreneurs from the participating regions in Sweden, Germany and Lithuania who run small businesses and lack the capacities to establish international contacts, to enter the international market or to cooperate with companies from abroad. The secondary target group played a crucial role when it came to the dissemination of project related information and the sustainability of the project. This group consisted of Women Resource Centres, including Winnet Sweden and Winnet Europe, business and information organisations working with female entrepreneurs as well as entrepreneurial organisations such as branch organisations, chambers of commerce, national trade agencies, regional and local business service providers and incubators.

The prospects for the entrepreneurs participation was:

- Cultural diversity
- Inspiration, support and concrete ideas on how to promote their businesses
- Training and exchange of experiences to further develop their skills in the business area and to realise their potential and resulting from that
- Economic growth for their businesses.



GOING ABROAD WAS A PROJECT in the South Baltic Cross-border Co-operation Programme 2007 – 2013, part-financed by the European Union (European Regional Development Fund). Going Abroad started in June 2011 and ended in April 2014.

FIND OUT MORE about Going Abroad on www.goingabroad.nu
or www.facebook.com/GoingAbroad

Meet the Project Partner

Kretinga Women's Information and Training Centre



Country: Lithuania

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Web page: www.kmimc.lt

We plan to spread this method to other Lithuanian regions and new countries

KRETINGA WOMEN'S INFORMATION AND TRAINING CENTER was established by the MATRA program in 1999. It's a non-governmental, non-profit, public organisation, which unites women of different ages, nationalities, religions and attitudes. The mission is to improve the economic and social situation of women living in the Kretinga region, implementing gender equality principles, changing stereotypes, initiating business development and social self-expression. The mission is also to organise educational and training activities that will give required knowledge and skills. Kretinga Women's Information and Training Center gives consultations and organises trainings on juridical, social and psychological issues for individuals and organisations. They also implement projects and programs financed by local, foreign and EU funds. The Center has co-operational relations with local authorities, non-governmental organisations and businesses.

Why did you join the Going Abroad project?

We connected to the project as one of the partners from Lithuania. The project's goals are closely related to our organisations objectives and we've implemented various projects and programmes to improve women's economic situation, help to start businesses and stimulate women's employment. Women in small businesses need support so our organisation participated in this project and invited women from small businesses to take part of the Going Abroad activities. The project helped business women from the Kretinga region form groups to support each other in business developing.

What will you do next?

Going Abroad gave us the impulse to begin with individual consultations for business beginners and further development. We will begin to organise the trainings in various themes that are relevant for women entrepreneurs. For us, as an organisation, this project gave new knowledge about the innovative Success Team Method and how to apply it on women's businesses. In the future Kretinga Women's Information and Training Centre plan to give consultations and organise trainings for women entrepreneurs and women how want to set up their own business. We plan to every year set up one Success Team group and give them support. We also plan to spread this method to other Lithuanian regions and new countries.



Snieguole Benikiene, representative of Women's Information and Training Centre in Kretinga, Lithuania, together with entrepreneurs from Rietavas Business Information Centre.

How was Going Abroad carried out?

Many successful women say that they have been lucky. But it's not a matter of luck it's about goal oriented work. It's important to say not the least to yourself that I am competent and want to achieve my goals.

Dr. Christiane Bannuscher from partner organisation Women into Business, Germany

FOUR IMPORTANT COMPONENTS SHAPED THE PROJECT and put together they give a good picture of the substantial contents of Going Abroad.

Component 1: Management and Coordination

Lead Beneficiary, the Swedish Region Skåne and the Regional Resource Centre for women, were responsible for the coordination of the project, including project and financial management, in close cooperation with the other partners. An important task for the Lead Beneficiary was the support for the other partners and the reporting of the project. Steering committee meetings and partner meetings were held regularly in order to monitor the project.

Component 2: Communication and Dissemination

E-mail and internet combined with project meetings were the main tools used for internal communication and sharing of information. External communication and dissemination were channelled through the web page, blogs, newsletters, brochures, articles, conferences and networks like UBC (Union of the Baltic Cities), Winnet Sweden and Winnet Europe.

A handbook was produced including financing methods, templates and examples of best practice of how to run Cross Border Success Teams. The book has been disseminated wide for general adaptation.



THE CRUCIAL ACTIVITIES IN THE PROJECT were the development of a model for thematic workshops, the making of the Success Teams handbook and two gender analysis reports of the present situation in Germany, Lithuania, Sweden and Poland regarding labour market, entrepreneurship, cross border exchange in trade and business cooperation. The work also aimed to create meeting places and contacts between the participating entrepreneurs to enable business development and increase the knowledge about the neighbours in the South Baltic Region.

Component 3: Branch Networks

The building of branch networks started off with an analysis of the present situation in every participating region. Going Abroad analysed the potential for cross border exchange in branch and business cooperation and did so with a gender perspective. The purpose was to see for which branches cross border could be relevant and how the female entrepreneurs were represented.

On the basis of the analysis the concept for trade and business cooperation workshops were developed. Their purpose was to initiate cross border knowledge and the exchange of experience between women in order to support their business activities.

The national thematic workshops were the platform from which the cross border network was built and the Success Teams participants recruited. Twice a year cross border workshops were arranged for the entrepreneurs to meet, exchange experiences, discover each other's potential and get ideas for the development of their businesses and for possible cooperation. The workshops acted as institutionalised meeting opportunities and were as such contributing to the continuity of the established relations.

DO YOU WANT TO JOIN THE BRANCH NETWORK? Please, visit Going Abroad at www.goingabroad.nu.

Component 4: Success Teams

The Success Teams participants were recruited from the workshops and networks described above. They were all women and entrepreneurs who run small businesses, lacking capacities to establish international contacts, to enter the international market or cooperate with companies from abroad. Essential were that they all shared an interest in and had sufficient potential for cross border cooperation.

The Success Team Method means investing in the development of business skills and sustainability of women's enterprises. Groups of business women form Success Teams and exchange experiences through a structured meeting plan in order to improve competitiveness, growth and international cooperation, to develop new products, services and ideas. The method was established on a regional level in the participating countries.

Cross Border Success Teams

The Success Team Method was then further applied for Cross Border Success Teams. That meant that groups of business women from the different participating countries formed Cross Border Success Teams that worked together for 12 months and exchanged

experiences and development potential. Moreover, the entrepreneurs in the Cross Border Success Teams acted as an international board in each other's companies. This is highly valuable for the development of a business as smaller companies usually do not have a board and if they do, not an international one.

On a practical level the international cooperation was realised by using different social media tools as, for example, the Going Abroad blog or Skype. Active networking was a central part of the project.

SOME OF THE PROJECT RESULTS

Apart from the national and cross border meetings held and the many forms of cooperation and business opportunities created, Going Abroad resulted in:

- **The publication of the handbook:** *The Success Team Method – a Tool for Succeeding with your Business* (download the book on www.goingabroad.nu).
- **The publication of the reports:** *Gender analysis of the present situation in Germany, Lithuania and Sweden – labour market, entrepreneurship, cross border exchange in trade and business cooperation*, and *The Life of Women in the South Baltic Countries. The Economic Approach*, both written by Marta Hozer-Kocmiel and colleagues at Szczecin University in Poland (download the reports on www.goingabroad.nu).
- **Dissemination conferences:** were held twice in each country in order to highlight the knowledge about women's entrepreneurship and to implement the Success Team Method in Germany, Lithuania, Sweden and Poland. Finally the project and the results were presented in Brussels.
- **Information letters and newsletters:** were published in print and online to inform about the project's events and progress.
- **Facebook pages:** were created by about twenty of the participants to market their businesses. The Going Abroad Facebook page became a popular platform for the participants to network with and market each other.
- **The Branch Network:** provides a list of business women, their companies, the different branches and what they are looking for. Through the Branch Network new ideas, valuable business contacts and possibilities to market the businesses together with others are created. So far fifty participants have published their company profiles on the Branch Network.



Group work at the Cross Border meeting in Växjö, Sweden, spring 2013.

Meet the entrepreneur

Aušra Juknevičienė



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Country: Lithuania

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Web page: www.vauradesign.com

I plan to develop my business and increase the number of workers

What has Going Abroad meant to you?

I have a small business producing knitting wear. For me it's very important to have friends and professional contacts that can help me increase my business opportunities and broaden my potential clients circle. Every acquaintance and each client that is satisfied with my knitting wear is invaluable to me.

Going Abroad gave me a possibility to make business contacts not only in the close environment but also abroad. During the project I learned how women in other countries live and what conditions the governments provide for women as entrepreneurs. It was a great experience. Also the project gave me opportunities to go to Germany and Sweden to learn how women develop their businesses. I've started some business contacts and now communicate via Facebook. The Success Team Method taught me how to plan activities for every month, to follow up the work that I've done and to note the barriers which limits my business development.

What will you do next?

I plan to create new models and new fashions that will make my clients feel comfortable, amazing and special. I plan to develop my business and increase the number of workers. I will also expand the information about my knitting wears. Today I have an internet shop and I'm going to work on finding business partners in other countries.

Meet the entrepreneur

Daiva Saliené



Photo: Karoliai jewellery

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Country: Lithuania
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Web page: www.karoliai.com

This is my success story!

WHEN ATTENDING THE FIRST GOING ABROAD MEETING in Kretinga in February 2012, Daiva Saliené had been selling handmade jewellery for five years. “I have a small shop and an internet shop, but I want to grow,” she explained. Daiva Saliené wished to get in touch with women who wanted to sell their products abroad and thought that a Success Team could be the answer for her. A year later she describes the amazing possibilities, the support and the contacts that her national Success Team has given her. She also highlights the importance of exchanging ideas and connecting with entrepreneurs through Going Abroads Cross Border Success Team meetings.

What has Going Abroad meant to you?

Last year was one of the best in my business. I got many new ideas, new possibilities, lots of information, help and support from Going Abroad and my Success Team in Lithuania, as well as the international members. I think we were all very lucky that the members of our team in Kretinga are so friendly, positive and full of ideas and big plans for the future. This was also a big stimulus for me to create new designs for my jewellery, to try new jewellery making techniques and materials. I have been making jewellery for more than six years. All those years I was looking for ways of using different technologies and different materials. I wanted to find something special, something that you cannot find anywhere else - only since last year am I really happy with what I am doing.

The new design of my jewellery also brought in more customers, not only from Lithuania but from the whole world. From my Success Team members I have got an offer to sell my jewellery at street markets and through their shops. I also created one more work place in

my enterprise since we now need more hands for making jewellery and sell it at new places.

I would never have been so inspired and motivated if I had not met and spent time in meetings with members in the Lithuanian Success Team and the people from other countries at the cross border meetings. I never even thought that people from such different businesses and branches could offer so many amazing ideas and share such useful information. Information that was checked by experienced professionals with a lot of expertise and which I am planning to use.



The nameplate of the Karoliai jewellery shop in Kretinga.

Labour market, entrepreneurship and cross border exchange

– the present situation for women in the South Baltic region

Author: Marta Hozer-Kocmiel

MARTA HOZER - KOCMIEL IS A PHD OF ECONOMIC SCIENCE at the University of Szczecin in Poland. Together with the scientists Sandra Misiak, Karina Tomaszewska and Urszula Zimoch, she made two reports during the project. The title of the first report is *Gender Analysis of the Present Situation in Germany, Lithuania and Sweden – Labour Market, Entrepreneurship, cross border Exchange in Trade and Business Cooperation*, and the second one - *The Life of Women in the South Baltic Countries. The Economic Approach*. This is Marta Hozer - Kocmiel's summary of the reports. Read them in full length at www.goingabroad.nu.

Accurate connecting business potential across borders requires good knowledge of the situation of countries or regions that are about to cooperate. Cross border networks operate more smoothly if individual stakeholders in the networks know the socio-economic situation of the partners. It is also important to separate the gender dimension of these structures and processes. Targeting and supporting successful small and medium entrepreneurs cannot be gender blind. Marta Hozer – Kocmiel, University of Szczecin, Poland

COOPERATION BETWEEN BUSINESS AND ACADEMIA, widely recommended by the EU funding institutions and its programmes, is not an easy task. However, the Going Abroad project has succeeded in bringing these two realms together. The University of Szczecin, the Faculty of Economics and Management had a chance to be an associated partner in the project. A group of five women scientists wrote two reports with a quantitative approach.

One of the essential conclusions of the analysis is the observation that women entrepreneurs do not start their businesses in industries where salaries are high. In Sweden, Germany and Lithuania such industries includes financial intermediation, real estate, renting and business activities and industry. National governments should launch system policies aiming at encouraging women to enter the above mentioned markets.

To make matters worse, women entrepreneurs are absent in the markets that are developing dynamically. It is recommended to support women business activity in the ICT industry. In all the three above mentioned countries there has been a growing shortage of ICT specialists and women can successfully fill in this gap.

Why is it so important to increase women entrepreneurs' participation in ICT? First of all it has to be marked that an increase of women's involvement in the ICT sector will change their lives for the better as ICT is an efficient agent of change in this century. Secondly, this increase will reduce strong labour market segregation. Thirdly, an increased appreciation for women's IT skills will allow many companies, institutions and private people to benefit from women's potential that has been disregarded so far. Moreover, women's participation in the ICT sector - one of the most dynamic and growing sectors of economy - will enable women to have influence on the economic growth and to alleviate the effects of the economic crisis. Furthermore, demographic changes have been causing structural changes in the labour markets; many people are leaving the labour market to retirement and women are successfully taking part in economic activities. Therefore it is essential to encourage women to join training programmes and find work in the ICT sector. Another reason is the fact that gender differences in ICT can be analysed in view of both equality and efficiency. The ICT participation equality policies and programmes are very important as the gender imbalance in the sector is not self-regulating. That is why proactive practices are essential.

ICT INDUSTRY: Short for Information and Communications Technology, it is the study or business of developing and using technology to process information and aid communications. www.webopedia.com

Networks crucial for women's entrepreneurship

Formal and informal networks play an important role in the process of promoting women's entrepreneurship. The example of such an efficient network is Winnet Sweden and Winnet Europe – the network of Women Resource Centres. WRC is an organisation that aims to increase women's participation in regional development, policy development and implementation. WRCs organise themselves at the local, regional

MICRO AND MACRO APPROACH

The discussion of the relationship between gender issues and economic issues can be conducted at the micro or macro level. At the micro-level, the gender perspective was incorporated into economic analysis a long time ago. The analysis of the relationships between gender and macro economic issues, such as economic growth is a relatively new area. We should remember that the relationship is a two-way street: that growth has an impact on gender equality and vice versa - gender equality affects growth. Gender equality is thus described as smart economics (Lofstrom, 2009; Smith and Bettio, 2008).

and national level around different issues such as entrepreneurship, labour market participation, new technologies (e.g. ICTs), services and creative industries.

WRCs operate with a double strategy of support and counselling offered individual women and strategic actions intended to evoke a structural change in policies. WRCs create conditions for women and men to enjoy the same power and opportunities to influence their own lives.

Six reasons why it's important to create a WRC network in all the South Baltic countries:

- ① **IT WILL INCREASE** the number of women in the labour market because they will find support in counselling and training programmes.
- ② **MORE FUNDING POSSIBILITIES** – WRC offer advises on how to get money for a new start up and how to raise investment funds.
- ③ **BETTER ALLOCATION OF RESOURCES.** A resource is a source or supply from which a benefit is produced. Typical resources are materials, money, services, staff, or other assets that are transformed to produce a benefit. Human resources include skills, energies, talents, abilities and knowledge that are used for the production of goods and services. The WRC network will contribute to putting to better use the skills of half of the human population - women's skills.
- ④ **BETTER TIME ALLOCATION.** Counselors working for the WRC know the methods to improve the work life balance of entrepreneurs.
- ⑤ **ENHANCED COOPERATION** with the Quadruple Helix that is the cooperation between Business, Government of all levels, Academia and Public Society represented by WRCs.
- ⑥ **FINALLY IT'S IMPORTANT** to create the WRC network because it lets women be together and support each other.

TIME ALLOCATION

Time use budgets show that in all the South Baltic countries women spend considerably less time at paid work than men and more time doing unpaid work. What is more, they have less free time than men. The term of paid work is understood here as all the activities related to market work, including travelling to work. Unpaid work means household work and duties performed on behalf of third parties. This category includes almost 50 activities, such as child care, elderly care, cooking meals, getting clothes ready, cleaning and animal care. A significant part of housework is the activities performed on behalf of other adults in the family. These chores have their economic value, even though they are not taken into consideration in central national accounts.

There have been attempts to change this approach by promoting the concept of satellite accounts (Stiglitz et al, 2010), the latter being complementary to the central accounts that focus on a "certain field or aspects of economic and social life e.g. unpaid household work in the context of national accounts (OECD, 2008)."

Reasons to promote women's entrepreneurship

In the times of the financial crisis the situation on the labour market in many South Baltic regions is difficult and entrepreneurship is often one of few possibilities to be active on the market. A lot of women know how to behave proactively in order to achieve the economic independence, which raises the quality of their life and is their passport to freedom in life, in the material terms of course. When their enterprise is successful they learn how it is to be your own boss and how it is when good ideas become reality - which is an amazing feeling.

For decades the situation of male entrepreneurs has been more advantageous. Therefore we need efficient instruments and methods that will enable women's development in the field of entrepreneurship. There is no doubt that these instruments must be used because the disproportions and imbalances between men and women on the labour market in general, and in entrepreneurship in particular, are not self-regulating. On the other hand it should be noted that organisations supporting women businesses have at their disposal a wide range of know-how. There are many good practices, successful methods and ideas on how to reduce the gender gap among entrepreneurs, and the time for such initiatives seem to be right.

The supreme decision makers in the South Baltic countries understand well that promoting women's entrepreneurship is of primary importance if we wish to increase women's participation in the labour market and through that stimulate economic growth and sustainable development in the regions facing the economic slowdown.

Seven reasons why women's entrepreneurship is worth promoting, formulated by the University of Szczecin team:

- ① BECAUSE THE DIFFERENCES between the situation of men and women entrepreneurs in the Baltic countries are extensive and many of the disproportions are not self-regulating. Therefore there is a need to introduce certain mechanisms in order to balance the chances of men and women in the market.
- ② BECAUSE THERE IS enough know-how to do it; there are many good practices, successful methods and ideas on how to reduce the imbalances of the situation of entrepreneurs, e.g. the Swedish model of Women Resource Centres, the Business Success Team method, and others described in the Winnet8 Good Practice Guide.
- ③ BECAUSE SELF-EMPLOYED WOMEN often do not undertake economic activity in the best developed industries and in the areas where salaries are the highest. Hence they should be informed in which market segments their businesses will be most likely to be secure and profitable.
- ④ BECAUSE, APART FROM PROFITS, running a business is also an adventure. The process of creating one's own firm means facing a new challenge. If the business is successful – an entrepreneur's life is successful as well.
- ⑤ BECAUSE GENDER ROLES are continually changing - women are increasingly innovative, entrepreneurial and they want to be their own bosses. Such an attitude is a passport to economic independence and freedom in life.



Marta Hozer-Kocmiel at the conference in Brussels 2013.

- ⑥ BECAUSE WORK IN one's own firm leads to better work-life balance.
- ⑦ BECAUSE IT IS a good time to do this. The supreme decision makers in the EU as well as in the Baltic Sea region (BSR) countries seem to understand that the promotion of women's entrepreneurship is crucial for increasing women's participation in the labour market and through that stimulating the sustainable development in the BSR countries that are facing the economic crisis.

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Meet the entrepreneur

Yvonne Kievad



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We became braver together

How did the cooperation with the other entrepreneurs and your Success Team help you personally and your business?

One of the most important results for me is that I can call the other members of my Success Team if I have a question. I get support and they understand my fears and problems and are happy for me when I succeed with something.

The best part is that we have developed and further developed many ideas. At the meetings we have worked together on everyone's tasks and concepts and thereby supported each other – three brains are better than one. It is good to be happy about the success of every single one of us as well as it helps to find solutions for problems. It helps to feel that the others are often in the same situation – it does not always go smooth. In our case we also became friends. I received a lot of support from my team and would not want to have missed that.

What did you learn?

The work with my Success Team forces me to stick to the aims I set for myself; who wants to say all the time "I didn't succeed with this because..."

It's important to use the joint potential for the development of your ideas and to have an open ear for the others. Even if it's tricky sometimes, the structure for the meetings should be kept. I learned how to set realistic aims. For me it is also important that I have learned to ask for help. Our meetings taught me to look at my problems realistically and showed me that I can do more than I thought. We became braver together.

Meet the entrepreneur

Gerda Lichtenau

Company: Müritzer Pilzhof, Bio- and regional products, mushroom production

Country: Germany

Contact: glichtenau@t-online.de

Web page: www.mueritzer-pilzhof.de



Image: <http://www.gombaforum.hu/wp-content/uploads/2012/01/05.jpg>

The exchange of ideas was very fruitful

How did the cooperation with the other entrepreneurs and your Success Team help you?

The exchange of ideas was very fruitful. Within our team we created some forms of cooperation. We also created common projects that will continue when the project ends. The objective point of view helped me to see problems as well as solutions and to develop those. The regular meetings and the targets for the next meeting required a certain level of self-discipline and were a great motivator as well as a duty for me.

The project has been a very good possibility to network, to profit from other's experiences and to broaden your horizon. I think it is very important to be able to look at yourself and your company objectively. This requires braveness and honesty; it is very helpful though. It's about using the possibilities you are given and get active!

What did you learn?

Team work with likeminded people is very efficient – even if you are from different branches, respectively because you are from different branches. Self-discipline is very important. You have to make decisions quickly even if they make you uncomfortable. Aside from your work you need time for you private life otherwise you won't have energy after a while.



Yvonne Kievad and Christiane Bannuscher at the Female Business Mile (Trade Fair) in Rostock, Germany, September 2013

Photos from Rostock, copyright © Novación - Grafikdesign | diseño gráfico | design gráfico

2. The Success Teams!

– about the method, the entrepreneurs
and the success stories

*Success to me is to listen, hear, discuss
and to perform. Laima Dokeviciene*

*Success to me is to grow as a person
in the meetings with other female entrepreneurs
and to experience how every single one of
us progresses. Barbara Simon*

*Success to me is to expand your comfort
zone and to do what you're afraid of. If you see
your problems as an advantage you can joke about them.
Ausra Dockeviciute*

*Success to me is to be able to do what I love
to do. Birute Slapokas Ljungberg*

The Success Team Method

– developed and applied cross border

Many women do not talk much about what they can do and do not make themselves and their companies visible. Moreover many struggle alone and are forced to solve all the problems by themselves. Success Teams are a way of breaking this isolation, enabling people to both give and accept help from others.

Dr. Christiane Bannuscher, Women into Business, Germany

A SUCCESS TEAM IS A NEW APPROACH in the pattern of contacts and networks. The idea is that business women from different branches meet regularly to motivate and support each other in the management and development of their own enterprises. The Success Team is a group of 4-6 people, who meet regularly every 3–4 weeks to support each other and to help each other achieve the goals they set for themselves. This programme usually takes at least six months, depending on the composition of the group. Activities in a Success Team focus on improving the participants' abilities in starting up and managing a business and on motivating each other and sharing individual experiences.

The aims are in particular:

- To detect and formulate goals
- To draw in external suggestions and impulses
- To further develop the entrepreneurs and their businesses potential

The idea of Success Teams originates from the USA, it's a method invented by Barbara Sher that Ulrike Bergman brought to Germany in the 1990s. Women Resource Centres (WRC) in Mecklenburg-Vorpommern have been working with Success Teams since 2000 and this has inspired WRCs in Sweden to start using the method.

Women in Success Teams achieve their aims faster and improve their self-discipline and management thanks to the regular meetings and the motivational impact of the group dynamics. Important factors include group pressure on members, the interactive structure of the team work and the development of common strategies applied to achieve aims.

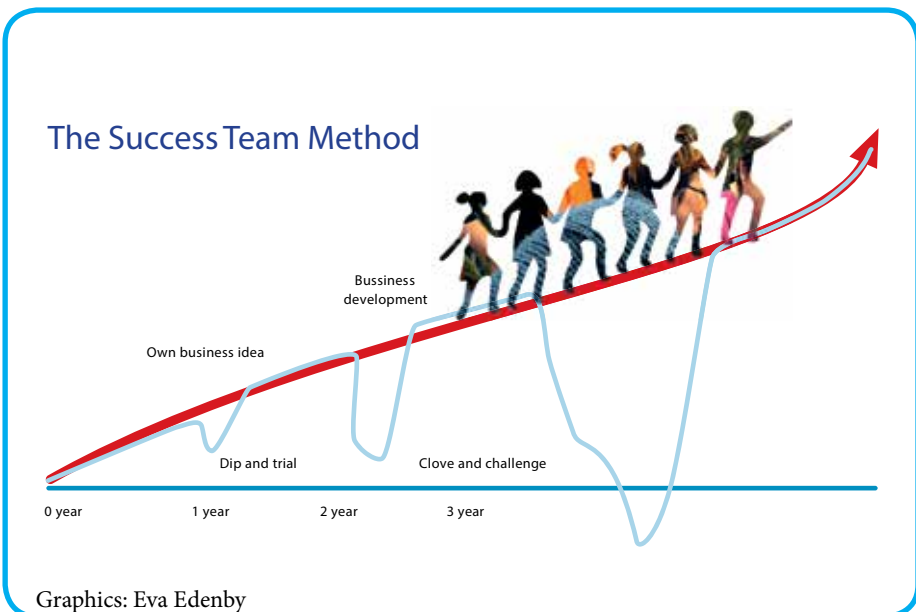
The communicative interchange and social support from others and celebrating achievements together with likeminded people are other positive success factors. In order to find suitable participants and to put together a Success Team with a specific focus (e.g. entrepreneurs from one specific branch, from several specific branches, from different countries), the recruitment can be based on interviews. These interviews help to evaluate and determine the preconditions and potential of the entrepreneurs and contribute to the Success Team's success. Moreover, the participants sign a contract with each other, committing to the work with the Success Team.

Requirements

There are various requirements for running a Success Team, including readiness to participate in a team with people in a similar situation e.g. entrepreneurs. Each member follows concrete aims and is supported in achieving them, whereas everyone can rely on assistance from the others. Specific collaboration guidelines ensure an efficient approach. The survival and success of the team is dependent on the commitment of the individual members.

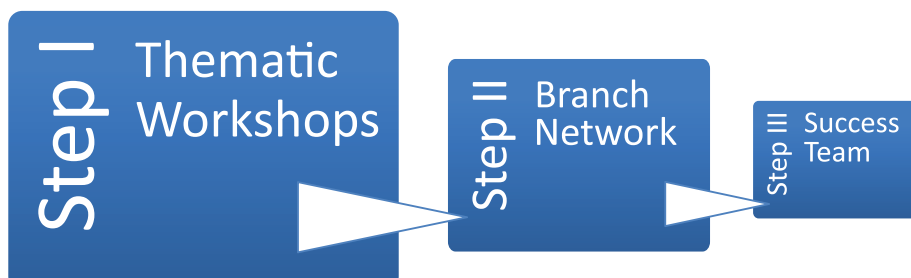
The members need:

- Time, energy, stamina
- Trust in each other
- A positive attitude
- Discretion
- Honesty in sharing experiences – related to problems and failures as well as successes
- Appreciation of each other
- Respectful communication
- Constructive criticism



Three steps to a Success Team

From thematic workshops to a Success Team in three steps



Graphics: Eva Edenby

Step I

Thematic Workshops are organised with the purpose to provide the participants with new knowledge relevant for them and their company and to find suitable participants for the branch network. During the workshops the participants meet other entrepreneurs, exchange experiences, discover each other's potential and get ideas for the development of their businesses and for possible types of cooperation.

Step II

Participants that during the workshops become interested in and inspired to further develop their businesses are given the opportunity to become part of a branch network.

Step III

Participants from the branch networks that are interested in and motivated to continue their work can become a member of a Success Team on a national or a cross border level.

Step III: Success Teams in Going Abroad practice

Once a Success Team has been recruited and formed, six to eight female entrepreneurs meet regularly in order to develop their businesses and to support each other. Each and every participant works towards their individual goals but gets help and support from the other team members. By giving themselves homework and setting achievable goals, the participants train to be successful business women.

National Success Teams

National Success Teams are formed by female entrepreneurs with an interest in and the sufficient potential for cross border cooperation. The participants start to work in a national Success Team and those entrepreneurs who are motivated to work in

an international Success Team can become a member of a cross border Success Team in the next step. Going Abroad focused on entrepreneurs who run small businesses and lacked the capacities to establish international contacts, to enter the international market or to cooperate with companies from abroad.

In February 2012, the Success Team Method was introduced in Lithuania. Since then, national teams have been established both in Rietavas and Kretinga, they have worked together successfully and several participants after that became part of Cross Border Success Teams. At the end of the project national Success Teams were formed in Sweden, Germany and Poland and all the project partners are planning for national teams after the projects closure.

Cross Border Success Teams

The Success Team method was being further developed and applied for cross border Success Teams. Groups of business women, who earlier had been part of a national Success Team in the participating countries, formed international Success Teams, worked together for 12 months and exchanged their experience and development potential.



Group at the dissemination conference at University of Szczecin, April 2013.

The development of the method entailed the use of the internet as well as social media as a tool for communication between the entrepreneurs. During the cross border meetings the participating entrepreneurs had the chance to meet, to exchange information and experiences. Moreover, a cross border meeting occasionally included taking part in workshops, study visits and creating valuable business contacts and different kinds of cooperation with each other.

Long lasting network

One of the project's bases has been the implementation of cross border networks. These networks are important as they simplify the steps to export and international trade, as well as provide the entrepreneurs with a group of people that they can trust, respect and that supports them and want to do business together.

Networking needs a lot of time and effort and should be seen as a long term strategy for the entrepreneurs and their businesses. On a project level, an important aim for the networking was for the participants to get to know each other and their businesses. Over time this will lead to benefits in terms of contacts, exchange of experiences and references. In order to establish such cross border networks Going Abroad has been using several social tools that helped the participants to overcome the geographical borders, to network actively and work closely together with their international colleagues. The network is going to be long lasting as the Women Resource Centres will keep the contact data base available after the project has ended, as well as to support the network.

THE GOING ABROAD FACEBOOK PAGE: shares information updates and markets the entrepreneurs businesses as well as the project, www.facebook.com/GoingAbroad.

THE GOING ABROAD BRANCH NETWORK: lists business women, their companies and the different branches they work with. It's a possibility to find new ideas, valuable business contacts and to market the business together with others. Business women that are interested in being part of the network and wants their information published on the Going Abroad web page fills out a form and sends it to one of the partner organisations. Visit www.goingabroad.nu for further information.



Die eigene **Chefin** sein

Meet the entrepreneur

Christine Robertson



Photo: Vitomirov Igor

Company: Brownbetty of Sweden

Country: Sweden

Contact: info@brownbetty.se

Web page: www.brownbetty.se

My expectations were to broaden my business and to get contacts abroad.

BROWNBETTY OF SWEDEN IS AN ART BUREAU that creates art and art crafts to, for and from companies and organisations. It's arts to strengthen the brand but also a supplier of graphic design for large and small companies in the Nordic region. "Our vision is to satisfy our customers' needs in design in the name of art," Christine Robertson explains. Brownbetty specializes in graphics of all kinds - advertising ads, web pages, logotypes and folders. Brownbetty also creates paintings of customers own photographs.

How come you wanted to be part of Going Abroad? What expectations did you have?

My expectations for joining the Branch Network were to broaden my business and to get contacts abroad. When I first heard about Going Abroad it was through an invitation to a network meeting. My understanding was to join a group of female entrepreneurs who were going to broaden their businesses by joining a Success Team and go abroad. Too bad for me I joined too late, but I did join the Branch Network.

Describe your plans for the future!

In a very near future I will participate in Sweden's largest retail fair which will take place in Älvsjö in Stockholm. I will also continue to seek for business contacts abroad.

Meet the entrepreneur

Kati Jaeger



Company: PiBuG – Projekte in Bildung und Gesellschaft

Country: Germany

Contact: katijaeger@pibug.de

Web page: www.pibug.de

Success is not always what you see

THROUGH PIBUG KATI JAEGER OFFERS project management for projects in adult education and works as a teacher. She manages projects from the first step to the evaluation, including the concept of the project, finance planning, acquiring participants and running the project.

How come you wanted to be part of Going Abroad?

I was asked by Dr. Christiane Bannuscher nearly at the same time as I started my business. I thought that new contacts would help me both in Germany and abroad. I was keen on getting to know other business women.

What has the Success Teams meant to you personally and to your business?

All other members of our Success Team are very competent. They gave me a lot of advice for many business situations. With their help I sometimes found good contacts and solutions for my business problems. They motivated me much and today I can work with their ideas.

Describe your plans for the future; what will you do next?

I will go on doing my business, managing and teaching, and I will start a new enterprise certifying firms according to quality management.



Spring 2012 in Rietavas, Lithuania: cross border meeting and dissemination conference.

The busy Going Abroad calendar

– cross border meetings and conferences

DURING THE PROJECT THE PARTICIPANTS had the chance to meet face to face on six occasions; two times in Sweden, in Kristianstad and Växjö, once in Rietavas and once in Kretinga in Lithuania and three times in Rostock in Germany. Moreover they had the opportunity to visit the final conference in Brussels and two dissemination conferences in Poland. Here's a summary of four of the occasions, their contents and some of the participants voices from the events.

CROSS BORDER MEETINGS AND CONFERENCES

- Autumn 2011 in Malmö, Sweden: the first partner meeting takes place
- Autumn 2011 in Rostock, Germany, opening conference
- Spring 2012 in Lithuania: education on the Success Team Method
- Spring 2012 in Kristianstad, Sweden: cross border meeting
- Spring 2012 in Rietavas, Lithuania: cross border meeting and dissemination conference
- Autumn 2012 in Rostock, Germany: cross border meeting and dissemination conference
- Spring 2013 in Växjö, Sweden: cross border meeting and dissemination conference
- Spring 2013 in Szczecin, Poland: dissemination conference
- Spring 2013 in Kretinga, Lithuania: cross border meeting and dissemination conference
- Autumn 2013 in Rostock, Germany: cross border meeting
- Autumn 2013 in Brussels, Belgium: final conference and dissemination conference
- Spring 2014 in Szczecin, Poland: cross border meeting and dissemination conference

Going Abroad in Kristianstad, Sweden, 2012:

The first cross border meeting for entrepreneurs till Start of crossborder Success Teams

How are we going to work together? What do we need to know? Are our language skills good enough? There were many questions as eager and expectant entrepreneurs from Sweden, Germany and Lithuania met for the first time. "Of course we can help each other by establishing new markets for women entrepreneurs and working together with import and export," said Ulla-Britt Holmberg from Winnet Kronoberg, one of the

organisers of the Going Abroad conference at Krinova in Kristianstad, at the end of March 2012. Since those involved in Going Abroad visited Lithuania in February to introduce the Success Teams Method, a great deal had happened. In both Rietavas and Kretinga several Success Teams had been formed and started their activities.

A wide range of enterprises were represented at the conference: web designers, hoteliers, restaurants, cafés and event companies and companies within the health and wellness sphere. There were also companies that produces various products - from crisp bread to clothes, birch sap beer and jewellery.



Project Partner *Winnet Kronoberg*, Sweden

Contact: Ulla-Britt Holmberg, ulla-britt.holmberg@winnet.se

Web page: www.kronoberg.winnet.se

Dressed in Linen

Lotta Rolfsson, who runs the company KläddiLin (Dressed in Linen) described an example of successful exchanges across borders. Her linen fabrics are imported from Lithuania and her experience has been nothing but good. “There have never been any problems at all, everything has flowed smoothly. I produce two collections a year, 15-20 items of clothing that can be mixed and matched with earlier collections. It is important that the garments are eco-friendly, suit all body types, are timeless and can be combined.”

Chamber of Commerce

Peter Westher from the Chamber of Commerce in South Sweden, responsible for the Baltic Sea Business Network, told about the work being done to strengthen the business climate around the Baltic Sea. “Lobbying is an important part. Companies need access to competence, communication and customers. We have specialists who can help with the documents needed when you want to do business across borders.”

Business culture

What then should you bear in mind when doing business in the countries around the Baltic Sea? Tomas Pettersson, from Region Skåne, gave some concrete tips and concluded that for everybody, women and men, it is a matter of understanding that business is not

only about money it is also about relationships. “Try, at least at some point, to actually meet in real life and then make sure that you talk about something else than business.”

Cross Border Success Teams

After the conference the next step in the Going Abroad project was taken. Three Success Teams with participants from Germany and Sweden decided to work together during 2012 to establish contacts, develop their companies and to do business.

Going Abroad in Rietavas, Lithuania, 2012:

The entrepreneurs of the future

“It is pleasing and important that people come from other countries to evaluate the situation from a different perspective,” said Mayor Antanas Cerneckis when opening the conference on entrepreneurship in Rietavas in spring 2012. Attending were a large number of local entrepreneurs, primarily women, and representatives from the project Going Abroad.

In both Rietavas and the near Kretinga the prospects for women’s entrepreneurship are good. “Here in Rietavas there ought to be more collaboration in the area of agricultural products and countryside tourism, but also more international business cooperation such as in Going Abroad,” said Laima Dockeyviciene, head of the municipal *Business and Information Centre* and one of the partners in Going Abroad. The Information Centre offers, among other things advice for newly formed companies and arranges seminars about topical subjects, for example on local marketing. Breakfast with the Mayor is a recurring event that allows people with small businesses a direct contact with the politicians.

Project Partner *Rietavas Business Information Centre* in Lithuania

Contact: Laima Dockeyviciene

E-mail: direktore@rietavovic.lt

Web page: www.rietavovic.lt



Consultant vouchers for business owners

Laimute Kalinauskiene, project leader for a state run project for small and medium sized companies, described her work. “Here in Rietavas we distributed 1,700 individual vouchers that people have a period of time to use. It entitles them to a number of consultations both individually and in groups. It is worth 6 000 litas (approximately 1 700 euros) and among other things entitles the holder to 24 hours of training.”

Laimute Kalinauskiene’s goal is to increase the entrepreneurship in the country. “Small and medium-sized companies make up 99 percent of the country’s companies. They are the motor of the economy. We have too few small businesses, but attitudes are starting to change.”

Products for export

One that had already got started with the entrepreneurship was Palmira Mikalauskiene who, like many others, was initially a reluctant entrepreneur. In 1992 the company where she was employed went bankrupt and her only way to get a new job was to start her own business. Now, 18 years later, some of the knitted products she makes are also exported. Together with the other members of the local Resource Centre *Women’s Employment Centre*, she works to strengthen women’s entrepreneurship. The members’ motto is to learn from each other and together they have presented themselves and their products in various contexts at both local and national levels.



Name: Palmira Mikalauskiene

Company: Knitting

Since 1994 Palmira is knitting according to individual orders and has experience in cooperation with Sweden. She is planning to expand her business and employ more women.

Contact: voratinklis.mikalauskiene@gmail.com

Development of the Success Team Method

Christiane Bannuscher from the partner *Women into Business* in Rostock was a teacher at the University of Rostock. She started her own company in 1998 in the field of management and career counselling. As for Palmira Mikalauskiene, starting her own company became necessary. “I learnt the importance of being seen. And I

started up my own organisation to help others who had ended up in the same situation trying to start companies. At first it was difficult but now I understand that it was the best thing that could have happened to me.”

Success Teams as a method originates from the USA but it is Christiane Bannuscher who has developed the method for this particular use. “The name tells you what it is all about; organising your own success. The fact that others in the group work with different things gives you a different perspective on your own company, equally important as to step by step train yourself to be successful.”

Name: Dr. Christiane Bannuscher

Company: Management & Karriere, Management and Career

Contact: info@management-und-karriere.de

Web page: www.management-und-karriere.de



Going Abroad in Rostock, Germany, 2013:

Cross Border Meeting and Trade Fair in Rostock

In September 2013 about 50 participants met in Rostock for a cross border meeting and a business trade fair. Before the actual meeting began the day started with a Yoga class at the beach in Börgerende, where the participants stayed at Monika Kaiser’s hotel Kaisers Ostseeperle. From there, the participants drove to Rostock where they prepared and set up the Female Business Mile (Trade Fair) in the city center.

After having lunch at restaurant Burwitz, smaller groups got on their way to make study visits at different places and got an insight in Rostock’s business landscape. In the evening everybody was invited to celebrate the 10th anniversary of the EGZ Startup Center for female entrepreneurs. Since the beginning the Startup Center has helped and supported women in Rostock who are thinking about starting their own business, who have already done so or are looking for contacts with other female entrepreneurs.

On the Saturday, the Cross Border Success Teams had a chance to work together and took part in a workshop held by Karina Tomaszewska about tools for online success. Moreover, they took part in a speed dating with each other in order to practice how to present their business concisely, as well as to get to know what other entrepreneurs, not

part of their own Success Teams, work with. After the lunch break everybody went on a sightseeing tour to Warnemünde and the day, as well as the successful cross border meeting, ended with a dinner at Kaisers Ostseeperle.

CURIOUS ON: MONIKA KAISER

What's your business about?

We are looking forward to welcome you to leave your everyday life behind you, to relax and recover - our rooms and holiday apartments are waiting. Family celebrations, class reunions or seminars – we are happy to take care of you. Our organic chef cooks with seasonal, fresh products from our region and adapts to your food-intolerances.

Company: Hotel Kaisers Ostseeperle

Contact: hotel@kaisers-ostseeperle.de

Web page: www.kaisers-ostseeperle.de

METHOD: ELEVATOR PITCH

Elevator Pitch is a short presentation of your services and competences in a very personal and interesting way. It's about learning to sell yourself, your products and services. It's also a matter of presenting your enterprise as part of your entrepreneurial competences in order to create a good impression for customers and cooperation partners.

Your Elevator Pitch should answer:

- ① Who am I?
- ② What am I doing?
- ③ Which competences do I have?
- ④ Which are my projects for the future?

Find out more in Going Abroads *The Success Team method – a tool for succeeding with your business*. A handbook for starting and running Success Teams, www.goingabroad.nu.

Going Abroad in Brussels, Belgium 2013:

The final conference

IN NOVEMBER 2013 Going Abroad held the final conference in Brussels at Region Skåne's EU office. Filippa Arvas Olsson from the Region Skåne EU office opened the conference. The second opening speech was held by the member of the EU parliament Justina Vitkauskaitė Bernard from Lithuania. After that the participants from Lithuania, Sweden, Poland and Germany listened to Marta Hozer-Kocmiel from the University of Szczecin in Poland. She gave the updated results on the gender analysis of the present situation for women's entrepreneurship in the South Baltic region. Christiane Bannuscher, from partner Women into Business, presented the book *The Success Team method - a tool for succeeding with your business: A handbook for starting and running Success Teams*.

Participating women from the different countries shared their success stories and made clear the importance of joining the project and the Success Team Methods many advantages. Moreover Marko Curavic from the European Commission talked about *The Entrepreneurship 2020 Action Plan* and Britt-Marie Torstensson, Winnet Sweden, closed the conference with a presentation on *The Baltic Sea Regional Partnership Platform for Gender & Economic Growth*.

After the conference, Marta Hozer-Kocmiel expressed in an e-mail what most likely all the participants would agree on: "Thank you for the inspiring Going Abroad final conference in Brussels! It was such a good idea to organise it at the heart of EU. So nice to have a chance to listen to interesting methods like the Business Success Teams! I can feel the added value coming from the network."

THE ENTREPRENEURSHIP ACTION PLAN 2020 aims to unleash Europe's entrepreneurial potential, to remove existing obstacles and to revolutionise the culture of entrepreneurship in Europe.

The plan is built on three main pillars:

- ① Entrepreneurial education and training.
- ② Creation of an environment where entrepreneurs can flourish and grow.
- ③ Developing role models and reaching out to specific groups whose entrepreneurial potential is not being tapped to its fullest extent or who are not reached by traditional outreach for business support.

Read more on the European Commission web page, www.ec.europa.eu.



Herma Stein at the Female Business Mile (Trade Fair) in Rostock, Germany, September 2013.

Meet the entrepreneur

Frida Beresnevicienė



Company: Healthy lifestyle

Country: Lithuania

Contact: badirf@gmail.com

The trip to Rostock was the most amazing event in this project

What's your business about?

I am an ambassador for a healthier lifestyle. I use the 5000 year old philosophy TIENS, which is the basis for the use of Chinese herbals - a practice that is now becoming one of the fastest growing areas in the health care industry. TIEN's symbol is a flying lion with two wings. The word Tiens means sky and one of the lion's wings symbolises health, the other our wellbeing. With four years of experience I want to help my customers to a healthier lifestyle.

What has the Success Teams meant to you?

From Going Abroad I expected new contacts, exciting communication and new ideas. I got that and more! This project helped me to improve as a person. I learnt to set tasks and I always tried to fulfil my commitments because I felt the responsibility to my team members and would have been ashamed if I didn't. For me the analysis of the problems was very useful. The advices and new ideas from the Success Team was very useful in my business. The trip to Germany and Rostock was the most amazing event in this project.

What are your plans for the future?

The Success Team group and the method gave me more confidence and I understand that my business field is very important for a lot of people. Now I participate in the international competition about presentation of healthy life since my business is related to the lectures about it. I will give one lecture with a presentation, film it and send it to the jury. I got training about effective presentations from my company as a gift. This training was very useful and I'm happy about the new knowledge.

In the future I'd like to continue within my business field – to educate the society that more and more persons begin to take care of their own health. I see a big meaning in it.

Prosperous cooperation

– achievements from the cross border meetings

GOING ABROAD'S NATIONAL AND CROSS BORDER MEETINGS were fruitful in several ways. Not only since the participants got to know each other and had the chance to attend workshops. The meetings also resulted in several different forms of cooperation. For example:

- **Herma Stein**, IMPULS-Agency for development, and **Barbara Simon**, within healthy living and coaching, from Germany have started *The other Footschool* together and now hold workshops about *Walking Properly with Joy*. The Swedish entrepreneurs **Yvonne Kievad** (that runs the company *Levande Liv* and is a project partner from Kristianstad) and **Margareta Hjelmqvist** that runs the orchard *Vånga 77.1* are also involved in the project. In 2013 they gave a workshop on *Walking Properly with Joy* in Sweden. Plans have been made for another workshop series during 2014.

At the Cross Border Meeting in Rostock Margareta Hjelmqvist also found three possible resellers in Germany for the Birch sap that her company produces. She is moreover in contact with a Lithuanian entrepreneur and has invited her on a business trip to a Swedish Christmas market as a possible business opportunity. Yvonne Kievad has also marketed her house to possible customers when she participated in the cross border meeting in Rostock. She has moreover received visits from Leader groups from Lithuania (Going Abroad project partners **Rasa Baliuleviciene** and **Laima Dockeviciene**) who did a study visit at her village. This might lead to future cooperation in Leader projects and other contexts.

- **Eva Stanleyson**, a health counsellor from Sweden, is in contact with **Herma Stein** and got new input for her work as a water gymnastics instructor as well as new ideas for marketing her company.
- **Kati Jaeger** from Germany is a project manager who works with adult education and health care through her company *PiBuG*. Today she collaborates with **Birgitta Estberg** from the *BiEst Firma* in Sweden. Birgitta developed *The Maintenance Game* that has been used in more than 200 companies, schools and organisations and Kati Jaeger has now developed the game further to a team player workshop for companies in Mecklenburg Western Pomerania. Moreover she is the reseller for the game in Germany. Birgitta Estberg is also planning to cooperate with Rietavas Business Information Centre to export the game to Lithuania.
- **Gerda Lichtenau**, who runs a shiitake mushroom production near Rostock, sells her mushrooms to **Monika Kaiser**, the owner of the hotel *Kaisers Ostseeperle* near Rostock.

CURIOUS ON: EVA STANLEYSON

I would rather regret what I have done than regret what I haven't done.

What's your business about?

I am a health counsellor working to motivate people to improve or retain their health. I offer physical activities, courses in mental training and dietary services. Clients and guests wanting peace and tranquility can stay in my inspiring house with fantastic surroundings (up to 6 people) – that's for rental on a weekly basis.

Company: Consultant, within Health Therapy and Medicine/ Tourism

Contact: eva@halsoutvecklare.se

Web page: www.halsoutvecklare.se

- **Inna Kirsanowa** is a translator and a project manager and together with **Barbara Simon** she organised so that **Ausra Jukneviene**, *Vaura Design – knitted fashion*, and **Daiva Saliene**, *Karoliai – jewellery* from Lithuania could participate in the big fair Hansesail in Rostock in August 2013.
- **Regina Chinow**, owner of *Rakurität Event Ceramics* from Rostock, sells jewellery made by **Daiva Saliene** through her company on markets in Mecklenburg Western Pomerania.
- **Laima Dockeyeviene** visited **Anita Skarp** at Alvesta Municipality (both project partners) with a group from Rietavas. The follow up is that Anita is invited to Rietavas as an expert to share her knowledge about how to work with disabled people.
- **Margareta Hjelmqvist** (*Vånga 77.1* and project partner from Kristianstad) and **Laima Dockeyeviene** (Project partner from Rietavas) arranged a meeting between representatives of two Leader groups/local Action Groups – *Leader Skåne Ess* and *LAG Rietavo iniciatyvos*. This cooperation will generate visits and experience exchange in Lithuania and the Skåne and Blekinge regions in Sweden.
- **Rita Urnieziene** from *Rietavas art school* worked together with five entrepreneurs from Rietavas Success Teams. Rita organised a festival and competition for young performers and the entrepreneurs contributed prizes from their companies for awarding the participants.

- **Inna Kirsanowa** put in a good word for **Gabriele Dehn** (two German Success Team participants) at the **Deutsche Angestellten Akademi** (the German Association for Employers). As a result Gabriele Dehn is now employed there as a trainer.
- **Sybill Schultdt** owner of *Friendtex fashion* has contributed with clothing to several events held by the Women Resource Centre *Women into Business*.
- **Christine Robertson** (*Brownbetty of Sweden*) and **Marina Leyerer** (*Marinas Bags*) have started to discuss a possible cooperation.



To make study visits to entrepreneurs in Sweden, Lithuania and Germany has been an important part of Going Abroad

Meet the Lead Beneficiary Region Skåne/ the Regional Resource Centre for women



BODIL NILSSON

Region Skåne/ the Regional Resource
Centre for women

Country: Sweden

Contact: Bodil Nilsson, bodil.nilsson@winnet.se

Web page: www.skane.se/resurscentrum

Keep going abroad!

AS PROJECT MANAGER, Bodil Nilsson (the Swedish Region Skåne and the Regional Resource Centre for women) has been deeply involved in carrying out the project. Her comprehension about how the objectives were fulfilled and the plans for the future makes one thing clear; there are a number of prosperous and inspiring reasons to keep going abroad.

Are you happy with the way Going Abroad was carried out?

The answer is yes! We have strengthened the business potential of women's enterprises across borders by creating networks and providing new knowledge to enable them to run their enterprises sustainable and competitive. We have established a good cooperation with partners and associated organisations from the South Baltic region and we have involved approximately 300 female entrepreneurs with micro businesses.

One of the most important cornerstones of the project was to establish long lasting contacts between the partners and associated partners and to create meeting places and contacts between the participating entrepreneurs. The aim was to enable and enhance business development and increase the knowledge about our neighbours in the South Baltic region. The interviews and positive comments of the entrepreneurs indicate that we have reached also this objective.

How will Going Abroads achievements be used beyond the project?

The steps to export and international trade was simplified by the implementation of thematic workshops, cross border networks and Business Success Teams. The Business Success Team

Method was at the end of the project also successfully implemented in Poland and all partners chose to start national success teams in 2014. This will be a good basis for new cross border networks in the future.

The Business Success Team Method is also disseminated to Greece and will be an important method in the coming Baltic Sea Region Partnership Platform, *Gender and Innovation for Economic Growth*, a Flagship Initiative project in the Baltic Sea Region.

The Handbook for starting and running Success Teams will be an important tool for the future. We will also take care of the Branch Network to go on with supporting the contacts between entrepreneurs in the South Baltic Region. All the information, the inspiration and contact details will be kept on the website www.goingabroad.nu. The Branch Network will be continuously managed by Winnet Skåne and kept for future work and contacts. We will keep Going Abroad!



Starting up the new project in Rostock 2011, Laima Dockeviciene, Rasa Baliuleviciene, Bodil Nilsson and Sniegoule Benikiene.

The Cross Border Success Teams

BETWEEN 2011 AND 2014 about 50 business women participated actively in Going Abroad's eight Cross Border Success Teams.

Success Team 2012: Eight pack

Name: Helen Bramklev

Company: HelBraLiv, education & training in healthcare

Contact: helen@helbraliv.se

Web page: www.helbraliv.se

Name: Katrin König

Company: Katrin König text & design, advertising

Contact: post@koenig.de

Web page: www.katrin-koenig.de

Name: Ingrid Burmerius

Company: GlasStudio & Ateljé Cerosa

Contact: burmerius@gmail.com, cerosadesign@gmail.com

Web page: www.cerosa.se

Name: Inga Meakica

Company: Baltikumhandel- trade agency

Contact: kontakt@baltikum-handel.de

Web page: www.baltikum-handel.de

Name: Dr. Bettina Heinrichs

Company: Design around the Baltic Sea, company for fashion, clothing and textile design

Contact: bettina.muschelland@freenet.de

Name: Sybille Schuldt

Company: Friendtex Modeberatung-fashion and style counselling

Contact: www.sybilleschuldt.de.friendtex.com

Web page: sybilleschuldt@aol.com

Name: Yvonne Kievad

Company: Levande Liv, therapy and regional development

Contact: yvonne@kievad.se

Web page: www.kievad.se www.tosteberga.se

CURIOUS ON: INGRID BURMÉRIUS

What's your business about?

I paint and produce jewellery. I also hold courses in both painting with wax crayons and in making glass jewellery. My work can be seen in various places, at different exhibitions and markets. I also have a shop on my web page where it's possible to find pictures of and buy my unique jewellery.

Company: GlasStudio & Ateljé Cerosa

Contact: burmerius@gmail.com, cerosadesign@gmail.com

Web page: www.cerosa.se



Success Team 2012: Eight pack

CURIOUS ON: SYBILLE SCHULDT

What's your business about?

I offer Danish fashion and present it to customers at parties or individually. It doesn't matter if it's about a fashion show, a *Before and After* party or a photo shoot – the fashion fits all and every occasion.

Company: Friendtex Modeberatung- fashion and style counselling

Contact: sybilleschuldt@aol.com

Web page: www.sybilleschuldt.de.friendtex.com

Success Team 2012: HABBLYK

Name: Anita Skarp

Company: A. Strictum

Contact: a.strictum@yahoo.se

anita.skarp@alvesta.se

Web page: www.astrictum.se

Name: Herma Stein

Company: IMPULS-Agency for development

Contact: herma-stein@web.de

Web page: www.psychomotorik-rostock.de

Name: Birgitta Estberg

Company: BiEst firma, developed The Maintenance Game, watercolour painting

Contact: birgitta@estberg.se

Web page: www.bestfirma.se

Name: Dr. Bärbel Lorenz

Company: Institute for development

Contact: info@lorenz-entwicklungsbegleitung.de

Web page: www.lorenz-entwicklungsbegleitung.de

Name: Lena Holst

Company: Collage AB, advertising & marketing agency

Contact: holst@collage.se

Web page: www.collage.se

Name: Dr. Yvonne Adler

Company: KompetenzEntwicklung Kommunikation

Contact: yvonne.adler@kek-adler.de

Web page: www.kek-adler.de

Name: Kati Jaeger

Company: PiBuG- Projekte in Bildung & Gesundheit, projects in adult education, especially in healthcare

Contact: katijaeger@pibug.de

Web page: www.pibug.de

CURIOUS ON: HERMA STEIN

What's your business about?

The guidelines in my therapeutic practice for people, no matter age, are that movement is the pulse of development. Together with nutrition it's food for the brain that has to be adjusted to each individual. Not everything healthy is healthy for everyone.

Company: IMPULS-Agency for development

Contact: herma-stein@web.de

Web page: www.psychomotorik-rostock.de



Success Team 2012: HABBLYK

CURIOS ON: LENA HOLST

What's your business about?

I work with advertising and marketing in my company Collage graphic design that I started in 1996. My specialities are logotypes, brochures, ads, illustrations, roll ups and web pages. My goal is to always give my customers a little more than they expected and my catchwords are responsiveness, commitment and accuracy. Try me, let me be your partner and I will make your company or organisation grow!

Company: Collage AB, advertising & marketing agency

Contact: holst@collage.se

Web page: www.collage.se

CURIOUS ON: DR. YVONNE ADLER**What's your business about?**

I support my customers in presenting themselves, to be confident in difficult discussions, create efficient employment related guidance, develop their teams or foster their children's language development.

Company: KEK- KompetenzEntwicklung Kommunikation, Competence development and communication

Contact: yvonne.adler@kek-adler.de

Web page: www.kek-adler.de

Success Team 2012: Southern Sweden

Name: Monika Kaiser

Company: Hotel Kaisers Ostseeperle

Contact: hotel@kaisers-ostseeperle.de

Web page: www.kaisers-ostseeperle.de

Name: Aina Nordström

Company: Aina's delicacies and bakery

Contact: ainanordstrom@telia.com

Web page: www.vibypotatis.se/bageri

Name: Gerda Lichtenau

Company: Bio- and regional products, mushroom production

Contact: glichtenau@t-online.de

Web page: www.muertitzer-pilzhof.de

Name: Christina Lindberg

Company: Flahults Lustgård, restaurant & café

Contact: lustgard@flahult.com

Web page: www.timjan.se

Name: Marietta Stein

Company: Mecklenburger Streifzüge, tourist guide, castle tours in Mecklenburg-Westpomerania

Contact: www.mecklenburgerstreifzuege.de

Web page: info@mecklenburgerstreifzuege.de

Name: Anita Svensson

Company: Stall Mogani

Contact: anita.stallmogani@gmail.com

Name: Anja Weslowski

Company: Ostsee-Office, services for enterprises

Contact: info@ostsee-office-boltenhagen.de

Web page: www.ostsee-office-boltenhagen.de



Success Team 2012; Southern Sweden

CURIOS ON: CHRISTINA LINDBERG

What's your business about?

Deep at the heart of the forest we serve our specialities: coffee boiled Swedish style and cold birch sap. Our herb garden is home to more than one hundred and fifty herbs and if you are looking for a great location to host your kick off, teambuilding event, conference or bachelor/ bachelorette party - all combined with good food - you have found the right place.

We help our customers to create successful events! Several rooms provide space for up to 110 persons and if you want to stay longer you can book one of our Swedish Stugas (cottages).

Company: Timjan - Flahults Lustgård, restaurant & café

Contact: lustgard@flahult.com

Web page: www.timjan.se

Success Team 2013: Baltic Women

Name: Inna Kirsanova

Company: Trainer, translator, project manager,
Upcycling Ateliers

Contact: kirpob@gmx.de

Name: Gabriele Dehn

Company: Office management trainer, writer
and editor

Contact: gab.dehn@t-online.de

Name: Svetlana Smirnova

Company: Translation Agency,
Ostseesprachen, language training &
translation, interpreter, writer

Contact: info@ostseesprachen.dev

Name: Birgitta Estberg

Company: BiEst firma, developed The Main-
tenance Game

Contact: birgitta@estberg.se

Web page: www.bestfirma.se

CURIOUS ON: ANJA WESLOWSKI

What's your business about?

I support businesses, freelancers and private persons with their time consuming work at their office and thereby give them a chance to focus on their core business. I maximize the effectiveness by efficient support and I offer flexible outsourcing in terms of time and location; Secretarial services on site, Office management/ organisation and Clerical work of all kind.

Company: Ostsee-Office, services for enterprises

Contact: info@ostsee-office-boltenhagen.de

Web page: www.ostsee-office-boltenhagen.de

CURIOUS ON: MARIETTA STEIN

What's your business about?

As a travel agent and tour guide I take people on a trip through our small state according to my mottoes – relaxation, adventure, experience. You will be picked up with an air-conditioned mini bus in front of your door (maximum of eight guests). We provide drinks and a memory picture will make this day unforgettable for you.

Company: Mecklenburger Streifzüge

Contact: info@mecklenburgerstreifzuege.de

Web page: www.mecklenburgerstreifzuege.de

CURIOUS ON: BIRGITTA ESTBERG**What's your business about?**

I'm working with words, pictures and my own paintings for beauty, fun and for use in customers' homes, on the Internet and in games for learning and fun. I have created and designed the Maintenance Game which has been used in more than 200 companies, schools and organisations. I often cooperate with organisations and have worked with many different projects, mostly projects that help women to develop their businesses. Moreover I work with aquarelle paintings, photos and wireworks.

What has the Success Teams meant to you personally and to your business?

It gave me new ideas and energy, new customers and business partners.

Describe your plans for the future; what will you do next?

Go further with some ideas and contact, perhaps doing new projects and new games.

Company: BiEst firma, developed The Maintenance Game

Contact: birgitta@estberg.se

Web page: www.bestfirma.se

**CURIOUS ON: DAIVA DUDÉNIENÉ****What's your business about?**

With 15 years of experience our family business offers a big collection of woollen products – from beddings to pillows, socks and baby blankets.

What has the Success Team meant to you?

I joined the project because I wanted to get to know more women that run businesses. The Success Team has given me more confidence and determination in my decisions. I always know that I can ask questions and get advices from my colleagues in the team.

What will you do next?

In the future I have only one task – to develop my business.

Company: Bedding and other wool products

Contact: ddudeniene@gmail.com

Success Team 2013: Daiva-Daiva

Name: Tatyana Sheremetyeva
Company: Bookkeeping, counselling and office service
Contact: assol2007@inbox.ru

Name: Daiva Dudėnienė
Company: Bedding and other wool products
Contact: ddudeniene@gmail.com

Name: Irena Pranskeviciute
Company: Business consulting, training, events
Contact: irena@inversa.se
Web page: www.inversa.se

Name: Loreta Prad
Company: Ullshoppen, Internet shop with wool beddings
Contact: info@ullshoppen.se
Web page: www.ullshoppen.se

Name: Anita Skarp
Company: A. Strictum
Contact: anita.skarp@alvesta.se
Web page: www.astrictum.se

Success Team 2013: Four Leaf Clover

Name: Sandra Steinleger
Company: Promotion Services Lindt chocolate production
Contact: sandrasteinleger@lindtchocoparty.de

Name: Sylvia Koß
Company: TIBETAYA Wellness massage
Contact: kareenas111@aol.com
Web page: www.tibetaya-wohlfuehlzentrum.de

Name: Antje Roschmann
Contact: roschmann-wilsen@web.de

Name: Helen Bramklev
Company: HelBraLiv, education & training in healthcare
Contact: helen@helbraliv.se

Name: Jurate Rubiene
Company: Book-keeping LAG Rietavo iniciatyvos, bookkeeper/ consultant
Contact: juratukasru@gmail.com

Name: Egle Fabijonaviciene
Company: All for Your Feast, Items from wool, celebration attributes, organises celebrations
Contact: aliusyte@gmail.com
Web page: www.viskasjususventei.weebly.com

CURIOUS ON: ANITA SKARP

What's your business about?

I work with making the unconscious conscious by using both scientifically proven methods combined with energy therapies. My methods build upon various techniques and together they contribute to a holistic and balanced positive result. Placing the individual in the centre I work with management and leadership education. I also work with hypnosis, relaxation techniques and spiritual healing such as reiki and quantum touch. My customers are companies that wish to increase their productivity and decrease the sick leave numbers, but also private individuals longing for wellbeing in life.

What does success mean to you?

It's a huge step between a vision and a target. Both are very important, but you will only earn success if you have a target and know the difference between that and a vision.

Company: A. Strictum

Contact: anita.skarp@alvesta.se

Web page: www.astrictum.se

Success Team 2013: Womarts

Name: Regina Chinow

Company: Keramikrina-pottery and Raku ware

Contact: keramikrina@t-online.de

Web page: www.keramikrina.Web.page.t-online.de

Name: Iren Möller

Company: Accessories & Co

Contact: Iren.moller@gmail.com

Name: Barbara Simon

Company: Healthy living & Coaching

Contact: simon.ba@online.de

Web page: www.gesundemedizin.com

Name: Ingrid Burmerius

Company: GlasStudio & Ateljé Cerosa

Contact: burmerius@gmail.com

Web page: www.cerosa.se

Name: Marina Leyerer

Company: Accessories & Co, Marinas bags

Contact: marina.leyerer@googlemail.com

Name: Daiva Saliene

Company: Karoliai jewellery factoring and trade

Contact: dsaliene@gmail.com

Web page: www.karoliai.com

Success Team 2013: South Sweden

Name: Monika Kaiser

Company: Hotel Kaisers Ostseeperle

Contact: hotel@kaisers-ostseeperle.de

Web page: www.kaisers-ostseeperle.de

Name: Marietta Stein

Company: Mecklenburger Streifzüge

Contact: info@mecklenburgerstreifzuege.de

Web page: www.mecklenburgerstreifzuege.de

Name: Gerda Lichtenau

Company: Müritzer Pilzhof

Contact: glichtenau@t-online.de

Web page: www.muertitzer-pilzhof.de

Name: Anita Zieme

Company: Cafe Miró, Regionmuseet Kristianstad

Contact: anita@zieme.se

Web page: www.zieme.se

Name: Snieguole Bertasiute

Company: Farmer, confection, preparing to establish her own company

Contact: snieguolebertasiute@gmail.com

Web page: www.facebook.com/SnieguolesKepiniai

Name: Birute Slapokas Ljungberg

Company: Massage therapist, acupuncturist

Contact: birute@telia.com

Web page: www.myaloevera.se/biwell

Name: Frida Beresneviene

Company: Healthy lifestyle

Contact: badirf@gmail.com

The National Success Teams in Lithuania

Rietavas First Success Team

RIETAVAS FIRST SUCCESS TEAM started in March 2012 in Lithuania. The eight members were or were about to become entrepreneurs, living in Rietavas or the Plunge municipalities.

Name: Zuzana Narvaisiene

Company: Vasaros kodas

Zuzana is working in the retail sector, and in 2000 she established a limited liability company and is running a shop in Rietavas. She is aiming to open a new department in the shop which will be offering representative goods.

Contact: z.narvaisiene@gmail.com

Name: Rasa Dockeviciute

Company: Manicure

In 2011 Rasa finished a course on manicure and nail-design and is going to start her own business.

Contact: rasele.doc@gmail.com

Name: Aldona Bockienė

Company: Dalforest, wood, preparation and retail.

The company provides services within the forest industry. Aldona is also running a shop called Adlone.

Contact: dalius.bockus@gmail.com

Name: Irena Liskuviene

Company: Guide Services

Since 2005 Irena has her own enterprise and guides groups around Tverai.

Contact: turizmtverai@gmail.com

Name: Irena Rimkiene

Company: Textile

Irena is knitting various clothes and accessory.

Contact: rimkiene.irena@gmail.com

Name: Rita Urnieziene

Company: Education

Rita is a Director of Rietavas Mykolas Kleopas Oginskis Art School. Her work is about non-formal education for children and she aims to organise an international music festival.

Contact: r.urnieziene@gmail.com

Name: Vilma Viciene

Company: Creative business and training.

Vilma runs a business on silk painting, art and therapy, organises events and online marketing.

Contact: tapybaantsilko@gmail.com

Web page: www.vilmossilkas.lt

CURIOUS ON: GENOVAITE DANYLIENE

What's your business about?

Me and my family are running a farm that is specialised in producing cheese. Additionally, I am a passionate painter who first started copying originals and now more and more, make paintings based on my phantasy and creativity.

Company: Creative business

Contact: gdanyliene@gmail.com

Rietavas Second Success Team

THE SECOND SUCCESS TEAM started in April 2012. The four women live in Rietavas municipality and all intend to start their own businesses.

Name: Ausra Dockeviciute

Company: Landscape design

Ausra is a student and plans to establish her own company and grow flowers in the greenhouse, sell garden equipment and make flower design after her graduation.

Contact: ausra1118@gmail.com

Name: Nijole Krajinienė

Company: Earthworm Cultivation.

Nijole will establish a test and establish optimal conditions for earthworm cultivation. She will expand by growing and selling organic vegetables.

Contact: n.krajinienė61@gmail.com

Name: Genovaite Danyliene

Company: Creative business

Genovaitė has a talent to paint and prefers to paint miniatures. Genovaitė will make a market survey regarding demand of her paintings and will search business contacts to market her paintings.

Contact: gdanyliene@gmail.com

Name: Alma Budginiene

Company: Almjona. Non formal training and leisure activities. The family has a farm, which is under renovation and Alma is planning to establish a leisure centre with comfortable infrastructure for people to gather and organize training activities

Contact: alma.budginiene@gmail.com

CURIOUS ON: ALMA BUDGINIENE

What's your business about?

Do you know how to live happy and to be healthy? Together with my husband, I am seeking for that. At our place, which is under renovation, we are setting up a development centre with a comfortable infrastructure for people to gather and organise various activities. We started our activities with the organisation of senior dancing evenings, lectures on healthy life and meetings.

Company: Almjona

Contact: alma.budginiene@gmail.com

Rietavas Third Success Team

THE THIRD SUCCESS TEAM started in April 2012. The six members were or were about to become entrepreneurs and live in Rietavas municipality.

Name: Eena Bockuviene

Company: Confectionary

For more than 10 years Elena's been making bread and other confectionery. She aims to promote her production and increase the number of clients.

Contact: bockuviene.elena@gmail.com

Name: Palmira Mikalauskiene

Company: Knitting

Since 1994 Palmira is knitting according to individual orders and has experience in cooperation with Sweden. She is planning to expand her business and employ more women.

Contact: voratinklis.mikalauskiene@gmail.com

Name: Jurate Rubiene

Company: Consultation Services

Jurate works as an accountant. She aims to improve her knowledge in book-keeping and to open her own company, providing book-keeping services.

Contact: juratukasru@gmail.com

Name: Irena Bagdoniene

Company: Medingis, retail with three shops

Irena is interested in exploring possibilities within the agricultural products business.

Contact: irenabagdoniene66@gmail.com

Name: Ingrida Vilkaitiene

Company: Since 2011 Ingrida is in the flower business and aims to open a flower shop.

Contact: ingridavikniute@gmail.com

Name: Raimonda Narvaisiene

Company: Patyris accommodation and leisure services

Contact: raimonda.narvaisiene@gmail.com

Web page: www.patyris.lt



Rasa Baliuleviciene, Rietavas Business Information Centre and
Christiane Bannuscher, Women into Business

CURIOUS ON: RAIMONDA NARVAISIENE

What's your business about?

The rural tourism city Patyris is located in a picturesque corner of nature near the forest. You can find us just 40 km from Klaipėda in the direction of Rietavas. Where else if not in tranquillity of the nature can we take a break from urban noise and daily bothers? Together with my husband I run a family business on our farm where you can celebrate birthdays, weddings, hen parties and much more - or just book the accommodation to stay with your family and friends to enjoy our sauna or take a hot bath to relax.

Company: Patyris accommodation and leisure services

Contact: raimonda.narvaisiene@gmail.com

Web page: www.patyris.lt

Kretingas First Success Team

THERE ARE SEVEN BUSINESS WOMEN in the First Success Team, all involved in various business fields with different experiences.

Name: Daiva Saliene

Company: Karoliai jewellery factoring and trade

Contact: dsaliene@gmail.com

Web page: www.karoliai.com

Name: Rūta Grigaitienė

Company: Handmade linen dolls with five years of experience

Contact: rutagrigitiene@yahoo.com

Name: Daiva Dudeniene

Company: Bedding and other wool products, trading of home textiles

Contact: ddudeniene@gmail.com

Name: Dalia Kniežienė

Company: Akmena

Contact: sventineatributika@inbox.lt

Name: Rita Anužienė

Company: consultant of a healthy life style, making of decorative interior details, folk products and hand-knitted wear

Contact: ritaanuziene@gmail.com

Name: Aušra Juknevičienė

Company: Vaura Design, knitted fashion

Contact: ausrajuk@yahoo.com

Web page: www.vauradesign.com

Name: Rūta Šiaulienė

Company: Making of confectionery; biscuits, pies, cakes, etcetera. It's a family business with 14 people in the enterprise.

Contact: rutasiaulienė@gmail.com

Kretingas Second Success Team

THERE ARE EIGHT BUSINESS WOMEN in the second Success Team in Kretinga, all of them involved in various business fields with different experiences.

Name: Gražina Maštaraitė

Company: Nurturing of decorative plants, bonsais. Together with her family Gražina is making a Japanese garden in the Kretinga district.

Contact: gmastaraite@yahoo.com

Web page: www.japoniskassodas.org

Name: Saulė Osterberg

Company: Trading of antiquarian furniture.

Contact: saulev@hotmail.com

Name: Frida Beresnevičienė

Company: Within a healthy lifestyle

Contact: badirf@gmail.com

Name: Daiva Augutienė

Company: Within a healthy lifestyle

Contact: badirf@gmail.com

Name: Inga Tiškuvienė

Company: Designer, sewing and making of various household appliances which can be used in everyday life. Inga plans to open an online shop.

Contact: inga725@gmail.com

Name: Inga Idaitė

Company: Magical Activities

Contact: inga.idaite@gmail.com

Name: Natalija Mironova

Company: Decorative cosmetics; depilation, face massage, make-up, anti-cellulite massage.

Contact: natami32@gmail.com

Name: Vilma Skučienė

Company: Hairdresser.

Vilma is planning an extension to her house to open a hairdresser parlour with two or three places for hired workers.

Contact: gracija23@gmail.com

CURIOUS ON: DALIA KNIEŽIENĖ

What's your business about?

At my shop in Kretinga I have everything to make my customers party a success. If requested I decorate the party locations with balloon animals, figures and garlands.

Company: Akmena

Contact: sventineatributika@inbox.lt

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CURIOUS ON: INGA IDAITĖ

What's your business about?

I am a professional artist and educator and got the idea to combine these skills. Magical Activities are practical activities for children where kids have the possibility to participate in creative work. During the activities children can create art while being trained in new art technology, making new friends and having a jolly time. Last summer I began to offer my services' at a hotel in Palanga near Kretinga so that parents on vacation can have a break, knowing that their little ones are well taken care of.

Company: Magical Activities

Contact: inga.idaite@gmail.com

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CURIOUS ON: DAIVA AUGUTIENĖ

Last year Daiva Augutienė tried new forms of advertisement. As a result she had to move to a new location, bought a new massage bed and whereas she began with only a few clients she now has many. "I now understand what difference good advertising makes." she says.

What's your business about?

I have been working with massage therapy for four years. Massage as a natural treatment method is as old as humanity itself. I got my business licence three years ago and in my own massage parlour I offer relaxing and exonerative massages.

Company: Within a healthy lifestyle

Contact: badirf@gmail.com



CKLENBURG-VORPOM

Contact information

Project Partners

- **Christina – the association for enterprising women/ Winnet Kristianstad, Sweden**
Contact: Yvonne Kievad, yvonne.kievad@winnet.se
Web page: www.christina.nu
- **Hanseatic City of Rostock, Germany**
Contact: Brigitte Thielk, gleichstellungsbeauftragte@rostock.de
Web page: www.rostock-business.com/en
- **Rietavas Business Information Centre, Lithuania**
Contact: Laima Dockeyviciene, direktore@rietavovic.lt
Web page: www.rietavovic.lt
- **Region Skåne, Regional Resource Centre for Women, Sweden**
Contact: Bodil Nilsson, bodil.nilsson@winnet.se
Contact: Maren Buchmüller, maren.buchmuller@skane.se
Contact: Ulrika Melander, ulrika.melander@skane.se
Web page: www.skane.se/resurscentrum
- **Kretinga Women 's Information and Training Centre, Lithuania**
Contact: Snieguole Benikiene, kmimc@kretvb.lt
Contact: Jurgita Cinskiene, kmimc@kretvb.lt
Web page: www.kmimc.lt
- **Winnet Kronoberg, Sweden**
Contact: Ulla-Britt Holmberg, ulla-britt.holmberg@winnet.se
Web page: www.kronoberg.winnet.se
- **Women into Business, Mecklenburg-West Pomerania, Germany**
Contact: Christiane Bannuscher, cwbannuscher@t-online.de
Web page: www.fiw-ev.de

Associated Organisations

- **Rotorwerk Project Services, Rostock, Germany**
Web page: www.rotorwerk-project.de
- **Winnet Sweden**
Web page: www.winnet.se
- **Winnet Europe**
Web page: www.winneteurope.org
- **The municipality of Växjö, Sweden**
Web page: www.vaxjo.se
- **The municipality of Kristianstad, Sweden**
Web page: www.kristianstad.se
- **University of Szczecin/WRC, Poland**
Web page: www.us.szc.pl/main.php/uk

References

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This is Going Abroads success story!

During nearly three intense years, the Going Abroad project gave 300 female entrepreneurs from the South Baltic region the exciting opportunity to meet, share ideas and experiences, to support each other and together form teams for collaboration and successful businesses – across the borders.

Read about the project and some of the many activities. Get an update on the present situation for women's entrepreneurship in the South Baltic region and learn about the cross border development of the Success Team Method. But above all – meet the entrepreneurs and take part of their experiences and the teams inspiring achievements.

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