



EANET newsletter # 51



**9 June 2017**

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**Upcoming events:**

11-12 July 2017	European Entrepreneurship Education Summit ( <i>non-Tempus EANET summit: <a href="http://www.ee-hub.eu/summit-2017.html">http://www.ee-hub.eu/summit-2017.html</a></i> )	- EE-Hub Brussels
26-27 June 2017	Sustainability Workshop for EANET Staff & Ministries	- GTU Tbilisi
04-05 Sept 2017	Steering Committee meeting PSC 6	- CHNU Chernivtsi

**Do you have an interesting story to share with (other) alumni entrepreneurs and EANET partners?  
Please send it to us at [eanet.dissemination@gmail.com](mailto:eanet.dissemination@gmail.com)**

**Next issue: Friday 23 June 2017**

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## Highlight event EANET Tbilisi 15-16 May 2017

### Reflections of the participants from Moldova

By *Valentina PRITCAN, P10 (USB)*



The event remains in my memory as a unique unity of talents. People with different social status, talents and aims can change the world. Everything starts from an original idea of entrepreneurship. Energy, creativity, innovations and talent were the basis of the event. IHE made the knowledge transfer possible, sharing experiences of people who faced different difficulties and found the best solutions. This is an example for young generations who need concrete stories in order to gain success. Entrepreneurship, leadership, inventions and media are the main elements of the modern person, of the person who not just appreciates the work as an employee, but as a real employer. It was very useful to me to find out our university participants' opinions regarding the event.



**Vadim Bubulici, USB Alumni,  
ICS "DRA Draexlmaier  
Automotive" SRL**

#### **Outcomes:**

The IHE event provided me new networking opportunities, which are beneficial for my future tasks and projects. I received a lot of useful information during the presentations, especially in the entrepreneurship topics. Also it was useful to see how another Universities are working and collaborating in this

project. The field trips offered me some ideas which can be implemented in my activities.

#### **Personal support for Entrepreneurs Alumni Association:**

As a member of this association I hope I will have the necessary contact persons who can provide me support or some services according to their competences and are of activity. I will join the meetings withing this association.

#### **General impressions about the IHE:**

Basically the event was organized in a good way. As an improvement potential I would remark the way how the presentations were offered, the connection to the PC, Projector etc.

From my point of view not all of the participants were on the same page and not all of them were so active as they should be in order to have sustainability in this project. Thank you very much for everything.

**Corina Nichitcin, P10, USB**

#### **Outcomes:**

- knowledge in the field of efficient business management;
- competencies in creating and strengthening the networks necessary for business development;
- techniques necessary for organizing events;
- profitable and innovative business models;
- the opportunity to collaborate with colleagues from different universities as well as with business people.

#### **Personal support for Entrepreneurs Alumni Association:**

Being among the founders of the Association, I am going to participate in organizing the events and activities dedicated to target groups, to the students and graduate entrepreneurs from USB with the aim to stimulate the new students' entrepreneurship, to create and stimulate new business relations between the association's beneficiaries (graduate entrepreneurs and USB students). Another goal is to involve specialists in different academic areas to consult entrepreneurs to be able to meet difficulties in the real economic sector.

### **General impressions about the IHE:**

The IHE2 gave me the opportunity to meet new people and their experience in developing their own business, the impetus they had for practicing entrepreneurship. It was a beautiful, well-organized and very informative event, where each participant shared his/her own opinions and experience to finally reach constructive conclusions of improvement of the present situation.

### **Vitalie Moraru, Moldovan Technology Transfer Network**

#### **Outcomes:**

This event offered me the unique opportunity to gather extensive experience in dealing with eastern partnership countries' initiatives and developments. Each country has its own ways of development in providing services which help ambitious SMEs to internationalize and innovate. Taking into consideration the fact that countries and entities from eastern partnership were part of Soviet Union under the guidance of foreign partners they managed to unite their efforts in what concerns building capacities.

### **Personal support for Entrepreneurs Alumni Association:**

In the near future we plan to develop and sign a partnership agreement with the association of graduated entrepreneurs for focusing on helping their businesses to go international. Using the Enterprise Europe Network tools and experience we could develop an action training plan in which the association could be guided in the development of their future actions.

### **General impressions about the IHE.**

The seminar was well done organized proactive and focused on concrete results. All of the speakers are trained persons and transmitted the information to the public in a proactive manner. The time was more than enough to cover all the areas which could help entrepreneurs to develop their businesses. One distinctive sphere was focused on networking and how networks could help to grow entrepreneurial skills and internationalise all of the processes. The

business networks are important not only for sustainability but also for creating real linkages which could survive the time line.

In this respect the seminar was a real success for development of new relations of all countries involved in the project and all of their associated and non associated partners.

### **Eugeniu Graur, USB Alumni, Eco Inovativa S.R.L**

#### **Outcomes:**

During the meeting I have learned about different events and projects launched by Entrepreneur Alumni networks from Ukraine and Georgia during the project implementation which have inspired me for our future actions within our network. It was very useful to have the practical visits to the game lab and fab lab and learn about how young people gain different practical skills and have the opportunity to test their business concepts. The session with the founder of Leavingstone who shared his vision regarding entrepreneurship philosophy was also very inspiring and worth visiting as he is a living proof of a true successful entrepreneur who followed his dreams and made them reality.



### **Personal support for Entrepreneurs Alumni Association**

Besides being an entrepreneur I am also the director of the Center for Assistance and Information of Young Entrepreneurs from 2002, and currently we are implementing the Be Entrepreneur Project supported by the Ministry of Youth and Sports, and we intend to empower and inspire 100 students from Balti State University to embrace entrepreneurship as a sustainable option for their future career.

## Moldovan National Tempus EANET Seminar for graduate entrepreneurs



By *Valentina PRITCAN, P10 (USB) - Alecu Russo Balti State University*

On May 19, 2017 the Academy of Economic Studies, in partnership with Alecu Russo Balti State University and Bogdan Petriceicu Hasdeu Cahul State University, organized the National Seminar: EANET - a platform for graduate entrepreneurs. The event's aim was to disseminate the joint EANET experience and transferring knowledge to other universities.

The event gathered the representatives from several universities, Claudia Melinte, coordinator of the Erasmus Plus National Office and different graduate entrepreneurs.

Within the seminar, there were presented the results obtained by the nominated universities through the implementation of the Tempus EANET project. The participants have analyzed the possibilities of transferring successful experiences to other universities and organizations involved in supporting the entrepreneurial activity of young people.

Tatiana Bucos, PhD, Associate professor, ASEM, and Valentina Prițcan, PhD, professor USARB, presented the EANET project and its results. The participants of the event asked questions, sparked discussions, highly appreciated the enormous amount of work, done by members of the project consortium. The project's timeline was noted in the context of accreditation of study programs, where the connection with graduates is highly appreciated.

Within the seminar, there were analyzed: the possibility of extending the network of graduate entrepreneurs, created with the support of the EANET project; the possibilities of providing the international network of graduate entrepreneurs for the consolidation of the international entrepreneurial ecosystem.

### Reflections of participants at the National Seminar: EANET - platform for graduate entrepreneurs.



**Valentina Rotari,  
Methodist on culture,  
education and student life,  
Alecu Russo Balti State  
University**

#### What the National EANET Seminar brought me:

From this seminar I have learned the following things:

- the results obtained by ASEM, USB and USC within the EANET project;
- the Sustainable Entrepreneurship Networks (EANs) that promote entrepreneurship among students, scientists, graduates and can develop an entrepreneurial "ecosystem";
- every university has an association of graduate entrepreneurs, with the option of being a part of national and regional structures, that allows the exchange of contacts, experiences and business opportunities.

#### Collaboration with USB Entrepreneurs Alumni Association

I would like to be involved in organizing students' seminars to create opportunities to interact with entrepreneurs and take good practice models. Job fairs are one of the most interesting ways you can get interviews. This increases your chances of develop a successful career.

I will be involved in organizing the job fairs, where entrepreneurs / employers from different fields can present their job offers and internship programs. It is an opportunity that cannot be missed.

### General impressions

The first thing that impressed me at this national seminar is that there are young graduates from our country who make profits in troubled times, through work, perseverance and courage. All these are qualities required by an entrepreneur.

It is not necessary to have a business or work in the field where you completed your studies. A hobby can become a profitable business!



**Cristina Ciobanu,**  
**Developer Engineer**  
**Department of Information**  
**Technologies**  
**Alecu Russo Balti State**  
**University**

### What the National EANET Seminar brought me

Within the EANET Seminar we found out about the experience of three Universities from the Republic of Moldova regarding their relations with its graduates.

### Collaboration with USB Entrepreneurs Alumni Association

The Association of Graduate Entrepreneurs in Higher Education Institutions perceives this as relationship between demand and offer.

The graduate, being regarded as a demand in this chain, calls on the higher education institution to amplify, support and develop his/her skills. The educational institution (the "offer") offers to the future graduate various kinds of manifestations, such as:

- local, regional, national and international scientific conferences,
- practices promotion,
- mobilities,
- national and international information seminars etc.

The educational institution being regarded as a demand, offers places for various kinds of study programs. In such a way, the graduate student offers a range of competencies created as a result of studies following the curricula.

### General impressions

Openness of all the project partners and non-member institutions to welcome new Alumni associations.



**Maria Bologa**  
**Coordinator of the Center**  
**for Career Guidance and**  
**relations with labor market**  
**Alecu Russo Balti State**  
**University**

### What the National EANET Seminar brought me

Participation in the national seminar has had a major impact on my professional development. I found out about effective communication models with graduates, I have understood the significance of networks in consolidating entrepreneurial ecosystems. Discussions on how we can activate the Associations of Graduate Entrepreneurs were very useful.

The models presented by the institutional coordinators of P9-ASEM and P10-USB were relevant to my professional activity. Being at the beginning of the career, thanks to Mrs. Valentina Pritcan, I met ingenious graduates who have developed business. I met young entrepreneurs who were a motivation for me to create something new.

### Collaboration with USB Entrepreneurs Alumni Association

I will work with the Association of Graduate Entrepreneurs and will be involved in organization of events. I will try to do all my best and help to promote the Association.

### General impressions

The seminar was well organized, the coordinators had well-structured, logical and interactive speeches, the answers to the proposed questions were clear, convincing and informative. As for me, this seminar was informative, constructive and formative. I want to thank all the organizers.

## EANET WORKSHOP: HIGHER EDUCATION AND EMPLOYABILITY

During the period 23 to 24 March 2017, the Academy of Economic Studies from Moldova (ASEM) organized the International Forum “FOSTERING INTERNATIONAL COOPERATION FOR STRENGTHENING KNOWLEDGE TRIANGLE IN MOLDOVA”- TRIANGLE 2017.

<http://www.triangle.md/>



The third edition of the International Forum TRIANGLE 2017 was organized under the umbrella of the European project Jean Monnet Centre of Excellence in European Integration Studies/ INTEGRA (ref. nr. 565156-EPP-1-2015-1-MD-EPPJMO-CoE), whose coordinator is Mrs. Olesia SIRBU, the Director of the European Integration Studies Center, ASEM.

The TRIANGLE 2017 managed to attract about 300 participants at its 3rd edition: representatives of EU Delegation in Moldova, representatives of the Ministry of Education, representatives of the Academy of Sciences, Rectors and Vice-Rectors of Universities from Moldova, scientists, researchers and experts from the USA, Slovenia, Great Britain, Holland, Lithuania, Romania, Ukraine, Moldova, etc., students and representatives from civil society.

The International Forum TRIANGLE 2017 represents a synergy of several projects funded by Erasmus +, being a part of the European Union which joined efforts in organizing the event:

- The **EANET** project within the European project TEMPUS „Entrepreneur Alumni Network” where there was organized the workshop: „Higher education and employability”.

- The **ELEVATE** project „Elevating the international-ization of higher education in Moldova”, where the national workshop „Internationalization of Higher Education in the Republic of Moldova at the system and institutional levels ”was organized;

- The **EU2INNO** project „Jean Monnet Chair in EU Policies towards innovation, creativity and entrepreneurship” where the two workshops were organized: 1) *EU2INNO interactive workshop: Creativity - the art of management and leadership;* 2) *EU2INNO workshop: Innovative and creative economies: how blockchain creates microeconomics start-ups;*

On March 24, 2017 ASEM organized the **EANET WORKSHOP: HIGHER EDUCATION AND EMPLOYABILITY** (moderated by Tatiana BUCOS, assoc. Prof. ASEM). Topics discussed were:



- Monitoring the employability - a new trend or an obligation for the universities. Tatiana BUCOS, assoc. Prof. ASEM, Director of the Center for Career Guidance;
- Labor market and future competences and skills. Jana MIDONI, Coordinator, the „Career Development Centers Network " project, UNDP;
- Increasing the employability of young people through entrepreneurship. Mihaela RADU, Executive Manager, Dreamups Innovation Campus;
- Young Entrepreneurs - challenges and barriers. Panel discussion with young entrepreneurs ASEM, USB, USC;
- Practices of supporting entrepreneurship within the EANET Tempus project. Valentina PRIȚCAN, PhD., Assoc. Prof., Alecu Russo Balti State University;
- The role of online and offline communication networks in stimulating entrepreneurship. Eugen

HRISTEV, Director Trimetrica SRL, the President of Alumni Association ASEM;

- Networking.

Within the workshop, the three young alumni entrepreneurs from the three Universities from Moldova, implicated in the EANET project have presented their own businesses.

The „TRIANGLE 2017” Forum aims to enhance the visibility of research performed by universities and strengthen their impact on policy development in the field of research and innovation of the Republic of Moldova on national and international levels. A broad understanding of innovation will be applied, which covers not only technology related issues, but the entire innovation process, including topics such as finance, human resources or internationalization. Additional attention will be paid to the identification of funding sources for R+D+I activities and to facilitate the access to financial resources for the realization of innovative SMEs projects in order to stimulate innovative start-ups in Moldova and their internationalization..

The program of the event can be accessed [here](http://www.triangle.md/#programme):  
<http://www.triangle.md/#programme>

## Synergy of partnerships

By Valentina PRITCAN, P10, USB

The Association of Alumni Entrepreneurs of Alecu Russo Balti State University co-participated in organizing the Computer Aspiration Contest for pupils in the northern area of the Republic of Moldova, attended by about 100 pupils from the 9<sup>th</sup> - 12<sup>th</sup> grade, 2017.

Competitive spirit, openness, future career for USB student, Start-up opportunities, and entrepreneurship focused on innovation. IT as a profession, as a competence or as a hobby. For any option, partnerships are essential! This is a beautiful tradition, followed by USB for sixth years.



The 6th Contest „Computer Aspirations" took place on May 6, 2017 with the support of the Association of Graduate Entrepreneurs of Alecu Russo Balti State University in partnership with students and graduates of USB:

- Rusnac-MoldAqua –producer of mineral and drinking water, soft and juice-based drinks.
- TexAgroTeh S.R.L. Company - specializes in manufacturing of assorted garments; General Manager - Andrei Dogotari.
- USA Link System - web site development and software company. The „Creative Studio" was established at Alecu Russo Balti State University. This is a student laboratory designed to develop students' abilities. The Manager of this company in Balti is Andrei Litra, graduate of the second cycle, master, specialization „WEB Programming ".
- MihailColesnicGrup - Bakery Company in Edineț city. The manager of this company is Mihail Colesnic, undergraduate student at the first cycle, accounting specialty.

## The development of the entrepreneurship through the Marketing Network

### USB alumni experience versus USB students experience

By *Valentina PRITCAN and Corina NICHITCIN (USB)*

The desire to start and manage an own business, to have a financial freedom and freedom in actions is very good known to a lot of people. Many people in the Republic of Moldova give up for financial freedom due lacking of necessary sources in order to start their own business. However, the possibility of initiating an own business without incurring investments costs exists. It is about the Network Marketing.

The Network Marketing represents a form of goods distribution through distributors. To this type of activity can take part different persons with different social background and different financial possibility. These distributors can later start their own business, by becoming the partners of the company, using the goods in which they trust and which they propose for consuming to other clients, thus promoting the company's products on the market. This type of activity can be performed by distributors as a main one or while they have free time.

Being a tempting business, the Network Marketing is practiced by graduates and students of USB, who have managed to initiate an own business, to create a team and to gain benefits from practicing this type of activity and develop the entrepreneurship in the Republic of Moldova.

Here are several opinions of the USB graduate and the USB student regarding their own experience the entrepreneurial activity thought the Network Marketing.

- **Alina Stîncă**, bachelor Degree in Geography, graduated from the Faculty of Exact, Economic and Environmental Sciences, USB, entrepreneur, în „Stîncă Alina”, type of activity: “Business and Management consultancy, retail of cosmetics.



- **Vaganov Diana**, the fourth year student, Accounting, Faculty of Exact, Economic and Environmental Sciences, USB, entrepreneur, SRL „Frumusețe Regală”, type of activity: “The Network Marketing services”.

What motivated you to get involved in Network Marketing and did not you choose to practice a traditional business?

- **Alina Stîncă**: The Network Marketing offers you the possibility for self-development and to become financial free. Unlike the traditional business, it does not require the initial funds which need to be invested.
- **Vaganov Diana**: I was motivated by the desire to have a different lifestyle and to succeed in the professional field. First of all, a start a Network Marketing business, you do not need to invest money and to my opinion this is a very important aspect. There is no risk that your business is going bankrupt and will not resist to competition because you choose as a partner a company which resisted in time and offers you all the solutions for having a success!





### What are the advantages of entrepreneurial activity performed through the Network Marketing?

- **Alina Stîncă:** It does not require the investment of funds, flexible working schedule, it allows other activities, creation of a productive team allows obtaining in future financial benefit without great effort. There is the possibility to get financial freedom by opening an individual enterprise and developing the small business. The partner company stimulates the small entrepreneurs and pays off their extra effort. This activity means to facilitate work by offering customers the opportunity to test cosmetics by means of samples.
- **Vaganov Diana:** The first advantage is that you do not need the initial funds to run the business. The only thing you need is a great desire! The second advantage is that you can get financial freedom by working in Network Marketing and only you decide the term! The third advantage is the change of thought and as we know... we are what we think!

### What are the risks of this type of activity and the difficulties you face in managing your work?

- **Alina Stîncă:** Among the risks which I have identified, I can enumerate: the presence of unfair competition, the failure to complete the tasks of the partner company leads to loss of the senior position.
- **Vaganov Diana:** This type of activity does not have risks. This can be seen as an advantage and at the same time as the disadvantage because some people take it frivolous as they did not invest funds!

### What were the criteria which you have taken into the consideration while selecting the partner company?

- **Alina Stîncă:** the high quality of the products, product price accessibility, the investment of the partner company in the development of leader and team through organizing trainings, product presentation and ongoing development.
- **Vaganov Diana:** I took into consideration the product quality and the marketing plan!

### What shall you do in order to gain success in the Network Marketing?

- **Alina Stîncă:** To be successful, you need to know the client's preferences and to offer them what they

need, to be insistent and persuasive and always to have with you the brochure and the samples of the products. It is important, on the one hand, to encourage team members and, on the other hand not to disappoint the customer's expectations and then the business will run well.

- **Vaganov Diana:** You have to be ready for trainings, work on your character and work every day!

### What qualities should you develop in order to achieve the goals and what qualities are you looking for in people you recruit for your team?

- **Alina Stîncă:** insistence, persuasion capability, self-confidence, punctuality, the ability to take risks.



In order to have an excellent team, all the members should develop the same qualities that I develop.

- **Vaganov Diana:** Personally I develop such qualities as: ambition, insistence and patience. From the team members I expect humility, ambition and intelligence!

### What is the difference between the visions and the possibilities of an entrepreneur and an employee?

- **Alina Stîncă:** The difference lies in the status you have. The entrepreneur has unlimited possibilities to make decisions both on working time and on the expected earnings, while the employee is limited in decision-taking and in revenue forecasting.
- **Vaganov Diana:** The employee works in most cases for someone's dream and the entrepreneur for his/her own dream! The employee works as he/she is told, receive the salary as much as the employer gives and can take day-off when the employer allows! The entrepreneur does not have all these restrictions!

How do you see yourself in the next five years as an entrepreneur?

- **Alina Stîncă:** With a bigger and more ambitious team, that would allow me to work less and to earn more.
- **Vaganov Diana:** We have great plans! This year we have given a name to our project and namely "Dream New Life" and we hope that in the next five years it will be the Number 1 in Moldova! You can watch us at:

<https://www.youtube.com/watch?v=iFQizj0-EU>

What is the role of the USB Alumni Entrepreneur Association in achieving of your business goals?

**Alina Stîncă:** The association can help me in promoting the business, identifying of clients and registering representatives in my team.

**Vaganov Diana:** Usually, we are accustomed of solving our problems by ourselves. We have seen the Association as a friend who can consult us and who can help us in solving the various difficult situations which we face in our work.

### BUKEANA activities in mass media

by Aleksandr Ushenko, ChNU

BUKEANA disseminated the results of the TEMPUS EANET Project through several interviews with mass media.



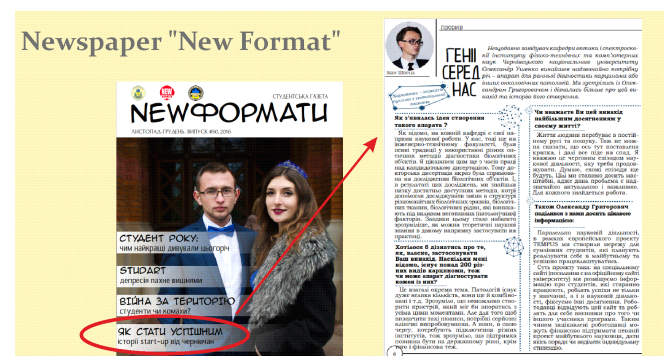
1. Interview for "Bukovina" newspaper on the results of the workshop in Amsterdam was organized with the participation of Prof. Oleksandr Ushenko (Head of BUKEANA Association), Boris Shabashkevych

(President of groups of Companies "TENZOR") and Vasil Lyahovych (President of Chamber of Commerce and Industry). The article focused on the main problems and the perspectives of developing a network of entrepreneurs in the territory of Bukovina accounting the experience of European Union.

2. Prof. Ushenko O.G. had a meeting with a reporter of the newspaper "Poglyad". The reporter wrote about how the creation of high-tech Companies and startups is facilitated by utilizing the potential of Chernivtsi National University and its alumni (IT, tourism, instrument engineering).



3. Within the framework of newspaper "New format" for students was provided a detailed information on the perspectives and benefits being in BUKEANA Association. Also, the algorithms of independent progress in business.



## Formation of scientific-production laboratories in the business incubator of BUKEANA

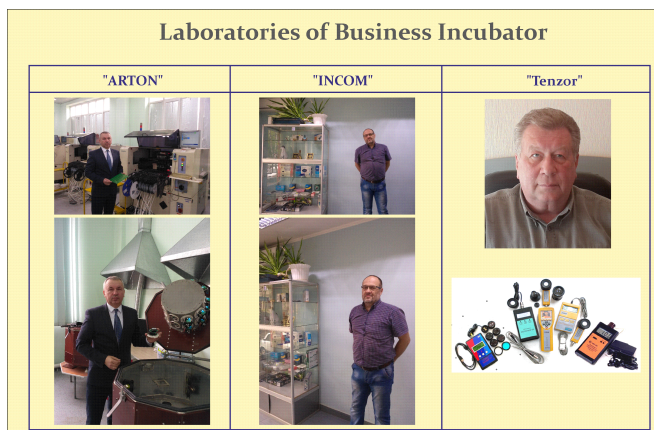
by Aleksandr Ushenko, ChNU

Within the framework of formation of scientific-production base of BUKEANA alumni-entrepreneur network at Chernivtsi National University a complex Project is being realized.

The main aim of this Project is the organization, on the base of leading high-tech companies of Bukovina, of technological laboratories for conducting of joint activities in the field of IT technologies and instrument engineering.

As the pilot Project three leading Companies headed by alumni of our University and BUKEANA members are involved, namely:

1. LLC "ARTON" (Ihor Misevich - President) - leader in Ukraine on gas analyzers and against fire sensors;
2. IT Company "INCOM" (Yuriy Chaliy - President) - regional leader in computer network technologies;
3. Group of Companies "TENZOR" (Boris Shabashkevich - President) - leader in Ukraine on devices for ecological monitoring.



<http://tempuseanet.info/category/news/>

## Job-fair and the role of BUKEANA alumni-entrepreneur network



by Aleksandr Ushenko, ChNU

On May 16, Chernivtsi National University hosted a job fair – special event with the format that provided direct interconnection between the employers and alumni.

Together with BUKEANA Association (for the third time) more than 50 representatives from business were invited, not only from Bukovina but other regions of western part of Ukraine as well. more than 1000 of students took part in this event. The main result was the advancement of the network structure of "alumni - entrepreneurs".



<http://tempuseanet.info/category/news/>

<http://acc.cv.ua/chernivtsi/10934-na-ploshchi-filarmoniji-den-nauki>

<http://promin.cv.ua/2017/05/16/na-ploshchi-filarmonii-naukovtsi-budut-dyvuvaty-chernivchan-eksperymentamy.html>