

Regional and international collaboration

Impact and Results in the Balkans



- > 19 SME women entrepreneurs trained
- > Increased confidence and skills
- > 8 entrepreneurs established business contacts in NL and EU
- > 1 entrepreneur will start an office in Rotterdam
- > 15 participants mentored their mentees in new business steps
- > 6 entrepreneurs will soon employ more people

From November 2015 until May 2016 the Brilliant Entrepreneur implemented their Talent-in-Business programme in Macedonia, Albania and Kosovo. In total 19 women entrepreneurs participated in the programme: 10 entrepreneurs from Macedonia, 5 from Kosovo and 4 from Albania.

Relaxed working with talent

Working based on talent was an eye-opener to all participants. They were positively surprised by the impact that knowing and using your talent can have on their companies. It was remarkable how much more relaxed a number of them looked 7 months later, at the end of the trajectory. A fundamental change in their way of working had taken place.

'I feel more relaxed, not because I am not busy, in the contrary! But because things seem to run more easily'.

'I work with my talent every day. The difference is that I now recognize it and have a name for it :) I can assure you, my talent 'cheerful structure' is my daily friend'.

Regional collaboration

Extension of networks is indispensable for business development and was a highly appreciated part of the programme. The mixture of participants from the three countries gave an interesting and valuable dynamic and helped to explore opportunities in neighbouring countries. Many of the entrepreneurs decided to continue meeting each other.

The group of four entrepreneurs from Albania even went a step further. They decided to transfer the Brilliant Entrepreneur way of working to Albania through the organisation of a seminar for women entrepreneurs in Tirana.

International business contacts

The trade-mission to the Netherlands has been a valuable component of the programme and resulted in several business contacts with companies in the Netherlands such as:

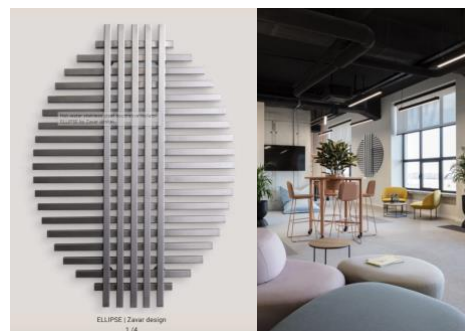
Starting negotiations with two Dutch business partners was one of the goals of [Faberti group](#) (Albania) during the program.

This has come out, she has sent the samples to two major herb producers and distributors who have serious interest for the import of her herbs to the Netherlands and had planned a visit within two months.



[Crystal International Trading Company](#) (Macedonia) wanted to find a new producer of agricultural inputs for representation, marketing, promotion and sales of their products in Macedonia and Balkan region. It has gone beyond this goal. The entrepreneur has succeeded to link up two seed producing companies from the Netherlands with agricultural distributors in Abu Dhabi. Using her talent as a researcher she extended her interest beyond the Balkan region and managed to open a new market in Moldavia where she arranged a deal with an Indian producer of agricultural inputs.

[Zavar company](#) (Macedonia) wished to find a partner to develop specific electrical heaters for design radiators. She found this partner, and even more than that: she also found a partner for the development and production of hot water heaters.



[Ellipse decorative radiator by Zavar design](#)



'My talent 'live the dream' helped me to realise that sometimes it is not worth to push things and people. When given time, things just start to happen'.

Mentorship relations

As part of the mentorship programme, all 19 participants were linked to a mentee, a smaller and/or starting woman entrepreneur, in order to ensure a wider impact of the programme. The mentors put their best foot forward to ensure their mentees got the guidance and in 15 cases good relationships were built up with their mentees. Follow up is coordinated by the Mentorship Network in Macedonia.