



EXINN Technology Center



EXECUTIVE  
EDUCATION  
COURSES

STRATEGIC MANAGEMENT  
DIGITAL FINANCE TRANSFORMATION  
ENTREPRENEURSHIP & INNOVATION



## EXECUTIVE EDUCATION

**EXINN Technology Center** has developed a close relation with businesses, policy makers and entrepreneurs, which allows us to gauge the demands of labor markets finely, and draw on relevant expertise across the world in order to develop affordable, focused short education programs for lifelong learning. As one of the most innovative education and knowledge center in the region, recognized by the Ministry of Finance & Economy, EXINN provides a truly global scope, feel and networking opportunity for those who dare challenge their mind.

All our higher education and skills-oriented programs are licensed by the **Ministry of Finance & Economy**. They will help you to enhance your management, professional knowledge and soft skills, broaden your mind and develop your personal skillsets. Additionally, we offer customized programs providing you with the tools and instruments that can help you in developing effective solutions for your organization.



## MESSAGE FROM EXINN

We at **EXINN Executive Education (E<sup>3</sup>)** aim to be as the region's leading policy think tank. **E<sup>3</sup>** strives to be the premier provider of executive education for those engaged in or with management. In essence, **E<sup>3</sup>** invests in and develops leaders in the art of successfully tackling the wicked problems of management as well as those problems at the intersection of government, business, academia, industry (also referred to as *Triple-Helix* sectorial challenges).

**E<sup>3</sup>** programing offers cutting-edge leadership development by focusing and advancing a leader's thinking and their ability to shape others' thinking. Participants can take programs directly in leadership and also in entrepreneurship, finance, innovation, technology which is designed to deepen understanding of how to engage business and industry to advance strategic initiatives.

**E<sup>3</sup>** philosophy for developing participants is called ***Innovating by Thinking***<sup>®</sup>. **E<sup>3</sup>** offers unique value by innovating to bring together the best business school leadership principles appropriately mapped into and shaped for industry settings and by offering broad, deep, and cutting-edge leadership education unrivalled by any institution alike. Knowledge is our new currency and is the only asset of ours that appreciates over time. We invite to experience the cutting-edge leadership development, then we invite you to give the **EXINN Executive Education**—a try.

**Sincerely,**

**ENDRI BAHJA**  
**CEO – EXINN Technology Center**

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## STRATEGIC MANAGEMENT

We have developed a unique programme for the strategic management path. It serves to the companies that are aware of the changes that the 4th Industrial Revolution will bring in their organizations.



## BUSINESS PLANNING



5 Days



English

### Overview

This course provides students with the tools and insights to start their business.

Entrepreneurs are not risk takers; they are risk managers. Feasibility is the process by which entrepreneurs assess and manage risk. Feasibility is a two-fold act. First, the entrepreneur takes an idea and shapes it within the industry's background, and turns it into a concept. That concept is then tested to assess market risks, distribution risks, the value of the benefits and, finally, the financial risks. Business climate and human resources are inherent in any new venture analysis.

The course accomplishes its goal by teaching students how to develop their implementation plan. Our primary goal is to help you create a successful venture or to become part of an entrepreneurial team managing an emerging business. The course focuses on developing a proactive and effectual way for individuals to determine and pursue their goals. We train individuals to act and iterate on thought through implementation plans rather than optimization.

The process of creating a Business Plan for an entrepreneurial venture and then executing it is our primary focus. Implementation planning, writing and presenting your business plan is the central core of this course.

## Target Audience Profile

The program is designed for:

- policy makers in government and international bodies who have an interest in entrepreneurship, innovation, sustainable development, the circular economy, personal development.
- officials, planners and legal advisors to government economic development departments
- entrepreneurs who wish to develop their success also through their positive impact on the broader society and their personal resilience and effective coping styles
- representatives of umbrella organizations and representatives of larger organizations that deal with small business(es)
- scholars working on the economics of entrepreneurship and innovation.

## Learning outcomes and Objectives of the Course

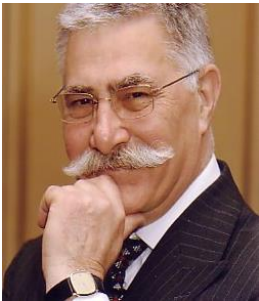
Upon successful completion of this course, participants will be able to:

1. Identify suitable paths to small business ownership.
2. Develop a feasibility study of the strengths and weaknesses of the proposed business opportunity.
3. Demonstrate the ability to design and produce a detailed written business plan.
4. Demonstrate the ability to create and deliver an effective oral presentation of the new venture business plan.
5. Utilize screening and feasibility tools to effectively conduct a feasibility analysis to determine the worthiness of a potential new business idea.
6. Complete a business plan including an executive summary, industry and market analysis, a marketing strategy and plan, operations plan, product/service development plan and company structure.
7. Identify the financial requirements of a new business and develop pro forma financial statements (e.g. income statement, balance sheet, cash flow, etc.)
8. Gain factual knowledge (terminology, classifications, trends) necessary to execute a business plan;
9. Learn fundamental principles, generalizations and theories of starting a new venture;
10. Learn to apply course materials (to improve thinking, problem solving, and decisions) to the practice of building a business;
11. Develop a clear understanding and commitment to personal values and work ethic.

## Course Contents

- Discovering entrepreneurial opportunities
- Business Plan: Introduction, Sample Case and General Outline
- Competitive advantage of small businesses
- Paths to Small Business Ownership
- The New Venture Business Plan
- Role, need and preparation of the business plan - Developing the details of the business plan
- Finding sources of financing
- Preparing a targeted presentation
- Preparing a targeted pitch

## Trainer



### Nick Meijer

Nick is a very experienced Dutch exporter himself. With his business & export development consultancy for over 35 years he has developed a number of exporting systems that are now registered, patented and used around the world...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Business Planning**





## PROJECT FINANCE & ACCESS TO FUNDING



7 Days



English

### Nature and Objective

The new global goals, called the Sustainable Development Goals, are ambitious and demand equal ambition in using the “billions” in Social Development Assistance to channel and crowd-in “trillions” in investments of all kinds: public and private, national and international. These goals will drive the global economic development agenda over the next 15 years. Taking full advantage of blended financial instruments to finance business projects that will create jobs and boost economic development is a critical challenge for business people all around the world. EXINN Technology Center has designed one of the first courses in the region that comprises an introduction to blended financial instruments, a critical knowledge area to take full advantage of a new generation of financial sources aimed at promoting private investment in emerging economies.

## Why should you follow this program?

- Financing for Development (FIN4DEV) is a breakthrough topic, still being publicly disseminated, with limited access to structure content as the one will be provided in this course.
- Blended Financial Instruments are a new trend in public-private ventures, offering an all new array of opportunities to private investors.
- The capacity to design relevant, feasible and effective investment projects is crucial to have access to blended financial instruments.
- Work in groups together with professionals from around the world, in a multicultural and diverse environment and, eventually, and new business ideas and partners.
- Benefit from the hands-on-approach applied by trainers with practical working experience with international financing agencies.

## Target Audience

- Project leaders, project team members and program coordinators with managerial tasks
- Consultants dealing with project activities

## Course topics

During the course following topics will be discussed:

- Introduction to Financing for Development;
- The Role of the Private Sector in Financing for Development;
- Private Finance for Development;
- The Financing Role of Multilateral Development Banks.

## Teaching methods

During the course, the following approaches will be used:

- Lectures
- Presentations
- Group work
- Discussions

Lectures are based on practical assignments that are conducted by work groups. The outcome of the assignments is presented in the classroom and discussed with colleagues. Throughout the process, students prepare themselves the examples that illustrate the theoretical concepts shared during the lectures, while strengthening their presentations skills.

## Content

<b>Day 1 - Chapter 1</b> <i>Introduction to Financing for Development</i>	<ul style="list-style-type: none"> <li>Initiation Procedures</li> <li>Planning Procedures</li> <li>Direct &amp; Manage the Project Work</li> <li>Project Planning Exercise</li> </ul>
<b>Day 2 – Chapter 2</b> <i>The Role of the Private Sector in Financing for Development</i>	<ul style="list-style-type: none"> <li>Private sector financing vs State financing</li> <li>Success stories in private financing for development, (ASIA, EUROPE, LATAM)</li> <li>Types of private financing for development (debt financing, equity financing, commercial)</li> <li>Case study assignment –Financing Solar Farm in Chile 2016</li> </ul>
<b>Day 3 - Chapter 3</b> <i>International procurement procedures</i>	<ul style="list-style-type: none"> <li>How to procure internationally</li> <li>Risk management in procurement</li> <li>International procurement standards</li> <li>Case study assignment- Supplying a water utility management system for Kenia 2015</li> </ul>
<b>Day 4 - Chapter 4</b> <i>Private Finance for Development</i>	<ul style="list-style-type: none"> <li>Introduction of financial instruments</li> <li>Senior Debts</li> <li>Guarantees</li> <li>Equity</li> <li>Development &amp; Technical Assistance</li> </ul>
<b>Day 5 - Chapter 5</b> <i>The Financing Role of Multilateral Development Banks</i>	<ul style="list-style-type: none"> <li>Multilateral banking sector &amp; Finance for Development</li> <li>Addis Ababa UN Agenda</li> <li>Delivering Climate Finance Projects</li> </ul>
<b>Day 6</b>	Practical written assignment on Project Finance case study: <b>TEDA in Croatia 2014</b>
<b>Day 7</b> <i>Written exam for 4 hours</i>	<ul style="list-style-type: none"> <li>Multiple questions: 50%;</li> <li>Exercises: 25%;</li> <li>Logical essays: 25%</li> </ul>

## Trainer



### Amgad Badewi

Amgad has extensive experience in donor-funded projects in emerging and countries in transition (Balkans, Southeast Asia, North Africa, LATAM). He worked previously as a national expert in Latin America and has several years of experience in international cooperation...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Project Finance  
 & Access to Funding**



## PROJECT MANAGEMENT



7 Days



English

### Designing and Managing Investment Projects

The EXINN Technology Center's Project Management course enables you to develop the skills, knowledge and essential techniques for successful, cost-effective management of both large- and small-scale projects. Our interactive and practical program will train you to become an effective project and people manager.

The capacity to design and manage projects is a critical skill to access funding sources in the modern global economy. Nowadays, project managers are expected to have a broad understanding of project design and management related issues. They need to have a basic understanding of the criteria for initiating, planning, implementing and closing effective projects, and be multi-skilled in order to effectively tackle the challenges of private sector projects of today.

## Reasons to follow the Project Management course

- Explore the various elements and procedures for effective initiation, planning, implementation and closing of the projects
- Learn to apply relevant project management tools to ensure that results are delivered on time, within budget and according to scope
- Gain insight into the relevant management skills needed to successfully direct and manage project work
- Apply course concepts to project management situations you have experienced
- Benefit from the interactive learning environment and exchange views and experiences with peers and experts from around the globe

## Teaching methods

During the course, the following approaches will be used:

- Lectures
- Presentations
- Group work
- Discussions

Lectures are based on practical assignments that are conducted by work groups. The outcome of the assignments is presented in the classroom and discussed with colleagues. Throughout the process, students prepare themselves the examples that illustrate the theoretical concepts shared during the lectures, while strengthening their presentations skills.

## Course objectives

After finalizing the course, you will:

- understand the concept of logic model applied to project management
- have developed analytical skills and how to apply them to project design
- understand how to plan time and cost in a project
- have learned how to manage risks how implementing a project
- understand how and when to use evaluation tools during the project lifecycle

## Course topics

Topics included in the program are:

- Initiation Procedures
- Planning Procedures
- Direct & Manage the Project Work
- Closing Procedures
- Techniques used in the process of identification and formulation of the development intervention.
- Structural elements of a development project
- Different stages of the project life cycle, particularly from the perspective of major donors.
- Techniques used for the identification and formulation of development interventions.
- Develop your individual project – feasibility study and receive dedicated coaching

## Testing & Certification

All Students will be required to view all course materials, complete purpose-designed exercises, and participate in some cases, face-to-face discussion groups with fellow students.

Assessable exercises will seek a balance of: (i) demonstrating command over core concepts explained in the video lecture, (ii) applying these concepts through cases or scenarios, and (iii) fact- finding to understand how these concepts apply in their own country or environment.

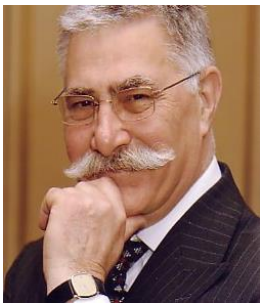
## Written exam for 4 hours:

- Multiple questions: 50%;
- Exercises: 25%;
- Logical essays: 25%

## Content

Day 1 <b>Introduction to project management</b>	<ul style="list-style-type: none"> <li>• Course overview</li> <li>• What is a project</li> <li>• Project design &amp; tools</li> <li>• Types of projects</li> <li>• Project identification process &amp; methodology</li> </ul>
Day 2 <b>Project Development</b>	<ul style="list-style-type: none"> <li>• Post-identification stage</li> <li>• Evaluation procedures</li> <li>• STAR project approach and development methodology</li> <li>• Budgeting &amp; Feasibility analyses</li> </ul>
Day 3 <b>Project Implementation</b>	<ul style="list-style-type: none"> <li>• What's at stake in the implementation phase</li> <li>• Project Risk analyses</li> <li>• Project Stakeholder management</li> <li>• Accountability</li> </ul>
Day 4 <b>Project Monitoring</b>	<ul style="list-style-type: none"> <li>• The advantages of establishing a project monitoring team</li> <li>• Monitoring project &amp; field analyses</li> <li>• Contingency planning</li> <li>• Managing by metrics and Key Performance Indicators</li> </ul>
Day 5 <b>Project Evaluation</b>	<ul style="list-style-type: none"> <li>• Senior Management accountability and evaluation</li> <li>• Financial Analyses &amp; Evaluation</li> <li>• Successful projects vs Failing projects</li> <li>• Case study &amp; group exercise analyses</li> <li>• Review of all topics</li> </ul>
Day 6 & 7	Practical <b>written assignment</b> on project management case study: <b>Training Needs Analyses Project in the Government of Lithuania 2015.</b>

## Trainer



Nick Meijer

Nick is a very experienced Dutch exporter himself. With his business & export development consultancy for over 35 years he has developed a number of exporting systems that are now registered, patented and used around the world...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Project Management**



## DIGITAL FINANCE TRANSFORMATION

We have developed a unique programme for digital banking and digital transformation. It serves to the companies that are aware of the changes that the 4th Industrial Revolution will bring in the banking, digital finance and “money/currency technology” sector.

**Certificate:**

*At the completion of each training program, the participants will be equipped with a professional certificate that is recognised and accepted in the European Union as part of the professional development programs in the area of Digital Transformation of the Financial Services. All the participants will become part of the wide network for Digital Banking professionals where the latest knowledge on these topics is shared and updated regularly.*





## DIGITAL MONEY & FINANCIAL TECH



7 Days



English

### Building Capacity in Digital Payments

Digital payments are emerging strongly, breaking out from under the shadow of banking to form its own industry. Each new announcement brings with it unprecedented levels of innovation, especially in developing markets.

The number of deployments has expanded fast across developing economies, exceeding all expectations, and in the process creating career opportunities that if met with the right human capacity and skills will lead to successful businesses.

### The case for a new profession

Unlike the banking sector, which has long been recognized as a profession, supported by training and accreditation, there is no counterpart in the world of digital financial services. Training is fragmented and often proprietary to large providers.

Defining digital payments as a distinct profession is likely to help on the supply-side, by making this area attractive to promising graduates and staff members; and on the demand side by creating standard skills set which assures employers of the knowledge base and over time, experience, of potential employees.

### Digital Money Certificate

The Certificate in Digital Money covers all aspects of the digital payments and digital financial services ecosystem and value chain, beyond what one would normally and in a course on money and banking.

## Professional development

The first step on this journey is training and certification, to this end we have developed the Certificate in Digital Money. Passing students will graduate to the Digital Frontiers Institute professional network, where continued engagement and development will take place through interaction with industry peers, Faculty members and a host of industry experts.

### Who is this course for:

This course is intended for professionals in the emerging digital payments and technology-enabled financial services space. It is suited for individuals wishing to develop recognized expertise and credentials, and become Sherpas in the further development of opportunities within this space.

It is also an executive education vehicle for commercial and regulatory entities wishing to develop a stronger sense of profession around digital financial services to their employees and partners.

## Testing & Certification

All Students will be required to view all course materials, complete purpose-designed exercises, and participate in some cases, face-to-face discussion groups with fellow students.

Assessable exercises will seek a balance of: (i) demonstrating command over core concepts explained in the video lecture, (ii) applying these concepts through cases or scenarios, and (iii) fact-finding to understand how these concepts apply in their own country or environment.

### Written exam for 4 hours:

- Multiple questions: 50%;
- Exercises: 25%;
- Logical essays: 25%

## Content

Day 1 <b>Introduction to digital money</b>	<b>Teaching modules:</b> <ul style="list-style-type: none"> <li>• Course overview</li> <li>• What is money: origins, functions, varieties</li> <li>• Types of digital money</li> <li>• Payments vs. banking</li> </ul>	<b>Key terms introduced:</b> <ul style="list-style-type: none"> <li>• All the terms in the weekly topic titles</li> <li>• Means of payment, store of value, unit of account; reserved/backed currencies vs. fractional vs. at money</li> <li>• Issuance &amp; acceptance; bank money vs. e-money vs. crypto-currencies</li> <li>• Real-time &amp; non-real time; credit vs. counterparty risk management</li> </ul>
Day 2 <b>Mechanics of payments</b>	<ul style="list-style-type: none"> <li>• How transactions clear and settle</li> <li>• Interbank payments infrastructure and large-value payment systems</li> <li>• Payment use cases</li> <li>• Retail payment process</li> </ul>	
Day 3 <b>Payments eco-system</b>	<ul style="list-style-type: none"> <li>• National payment systems</li> <li>• Managing risks</li> <li>• Business models</li> <li>• Healthy payment systems</li> </ul>	
Day 4 <b>Mobile-based innovations</b>	<ul style="list-style-type: none"> <li>• The front end: payment apps, virtual wallets</li> <li>• Agents: the "last mile" of cash</li> <li>• Non-bank issuers: e-money, pooled accounts</li> <li>• Stand-alone mobile money systems in developing countries</li> </ul>	
Day 5 <b>Customer perspectives &amp; Marketing Approaches</b>	<ul style="list-style-type: none"> <li>• Capturing customer pain points, needs, aspirations</li> <li>• Diversity of customer types and drivers</li> <li>• Changing customer behaviors</li> <li>• Field research methods</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing frameworks - Customer journey, product lifecycle, marketing levers: 4Ps</li> <li>• Human-centered design - Human centered design</li> <li>• Brand building</li> <li>• Pricing digital money services</li> </ul>
Day 6 & 7	Practical <b>written assignment</b> on financial technology case study: <b>TransferWise in Estonia 2016</b>	

## Trainer



### Evert de Korte

The expert, Evert de Korte brings twenty (20) years of experience in Financial Markets, Payments and Cash Management. He has spent most of his career being the interface between banking, payments and trading people...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Digital Money  
& Financial Technology**



## DIGITAL BANKING & FINANCIAL TECH



7 Days



English

### Overview

It has been said that the combination of events leading up to 2008 precipitated a “perfect storm” in financial services. We are seeing a changing of the guard with the rapid rise of new firms working with and within the sector. Unravelling the antecedents of the crisis provides the backdrop, and understanding something of economics, finance, technology, government policy, regulation, strategy and importantly social and customer trends helps us understand the future where innovation is accelerating change. Technology has always been a driver of growth and innovation in business but none more so than in the financial services sector.

In this 55-hour learning course, the participant will learn how the financial services sector has historically relied upon technological innovation and how products and the services are now being shaped and transformed by evolving digital technologies and new entrants. The participant will learn to understand what is driving the emergence of a new breed of business, the technologies these are based on, the solutions emerging to a range of customer and the business challenges.

The brief for this course was to demystify a new era of financial services unfolding in **EU**. It provides a fast-track for those needing to grasp entrepreneurial and incumbent perspectives on the potential of new technologies and innovations in the context of **EU** markets and regulation.



Traditional banking models and financial systems face uncertain futures and startup founders seeking a foothold in the marketplace will be encouraged to think critically about the implications and opportunities of changes happening in the FinTech ecosystem.

The course is designed to provide a comprehensive overview for people either working in or interested in innovations that allow customers to access financial products and services and how FinTech business models are being shaped by technology. Throughout the course the drivers behind change and a surge of investment in FinTech are explored from the perspective of customers, entrepreneurs, policymakers and regulators. The impact on strategies for major players and incumbents in the future are also explored. FinTech is changing rapidly with new sub-sectors emerging all the time, drawing in new names and organisations. We anticipate that having created this programme, our partnership with Innovate Finance will allow us to keep those studying the course up to date and informed through a range of ongoing activities and updates.

Finally, to understand the future of FinTech the participant will also need to understand the overall context in which it operates, which means knowing something of the regulatory framework, policies and guidelines that surround it.

## OUTCOMES

The course features the distinctive strengths of our center from its years of expertise in work-based learning:

- Convenience of accessing its clearly presented and sequenced materials, activities and support, whenever suits the participant and wherever they have access to the dedicated website or print key materials to work on them.
- Support of an expert learning adviser who can clarify study materials, answer questions and help the participant relate the course to their specific needs.
- Work-based activity helping the participant to connect the course to their individual and organisational context and needs. A learning adviser will review the work-based activity and provide personal feedback.
- Certification of completion from EXINN Technology Center for those who complete the course. The participant can use this to demonstrate their continuing professional development (CPD) activity to their employer and/or professional body (NB the course does not carry academic credit points).

After completing this course, the participant should be able to:

- Contribute knowledge and skills to innovation and change programmes in their organization
- Demonstrate a broad understanding of how financial services has evolved and how it currently operates
- Explain how technology and regulation is impacting on financial services and the drivers behind this
- Be familiar with key financial, economic and technological terms and concepts and the ability to communicate effectively about them
- Analyze and recognize the significance of trends and the role of stakeholders in the FinTech space and their impact on the future of financial services

## Audience

The course is designed for senior level executives, managers, associates and analysts who wish to understand how FinTech impacts economies and societies through the disruption and innovation of financial services and the commercial sectors they impact – such as retail, insurance and mobile communications.

## Written exam for 4 hours:

- Multiple questions: 50%;
- Exercises: 25%;
- Logical essays: 25%

## Trainer



### Chan Chee Seng

Chan Chee Seng is focused in Training and development for Fintech (Finance & Technology). He is an experienced ACTA certified, Certified ICDL Tester, MOE registered and academically trained educator with more than 10 years of teaching experience...

*For more information, read on page 14.*

Day 1	<ul style="list-style-type: none"> <li>• Big data</li> <li>• Competition</li> <li>• Cybersecurity</li> </ul>
Day 2	<ul style="list-style-type: none"> <li>• Block-chain technology</li> <li>• Creative disruption</li> <li>• Regulatory challenges in FinTech</li> <li>• Alternative forms of finance</li> </ul>
Day 3	<ul style="list-style-type: none"> <li>• Changing face of banks</li> <li>• Digital banks of the future</li> <li>• Intermediation, disintermediation and re-intermediation</li> <li>• New markets, opportunities and threats</li> </ul>
Day 4	<ul style="list-style-type: none"> <li>• Understanding technologies fundamentals</li> <li>• The payment evolution</li> <li>• The 'innovation' process</li> </ul>
Day 5	<ul style="list-style-type: none"> <li>• The challenge for FinTech startups</li> <li>• Traditional vs emergent FinTech models</li> <li>• Data protection</li> </ul>
Day 6	Practical written assignment on digital financial technology case study: <b>Innovate Finance in Ireland 2017</b>
Day 7	Written Exam



By the end of the course, participants will get:  
**Certification in Digital Banking  
& Financial Technology**



## DIGITAL BANKING & DIGITAL CUSTOMER



2 Days



English

### About the Course

Becoming an organization which is able to take advantage of the opportunities the digital revolution creates, starts with a deep understanding of the changes that have happened and are happening at an ever-faster pace. We focus on **People, Culture and Technology**. As customer expectations have changed, the ability to understand customer needs and to look beyond these has become more vital than ever. **Customer empathy** is considered the key to excellent customer experience and results in increasing loyalty from new as well as existing customers.

This training course will serve the participants to gain understanding of the digital revolution and to be able to identify the opportunities it creates. By translating the Digital Revolution into opportunities instead of threats, people are able to embrace these and make them happen. This course provides an introduction to Digital Banking and Finance. After gaining understanding of the digital revolution and its impact on banking, we will then focus on the unique opportunity Digital provides to deepen the relationship with the customer.

The different Digital Finance products and trends are central in these sessions. The focus is on knowledge-sharing as well as an interactive discussion on strategic and implementation aspects.



## Target Group

This training course and workshop is designed to equip the staff in the bank with the latest knowledge on digital banking, digital customer and also to provide them with the most advanced pool of products and services in the digital finance space. Specifically, it is designed for branch managers, assistant branch managers, the staff from the HQ in the following departments; sales (corporate & individuals), marketing, IT, payments and cards department, loan and credit department (corporate & individuals).

## Objectives of the course

- Understanding the digital transformation in banking. What are the trends, what services are impacted and what opportunities can be found by engaging the Albanian customers.
- Understanding what the digital customer is and their needs within the digital Learn about the service trends that the customers are attracted to. Understand what opportunities are due to engagement and feedback from the customers in order to improve and upsell products and services
- Understanding your management role in implementing best practices for customer onboarding. Learn how the tools used to understand customer profiling, trends and how they manage their financial activities.
- Understanding how Card and mobile payments are advancing customer interaction in payments, remittance, and international transfers.
- Learn about the digital trends in Lending, Crowdfunding, P2P (Peer 2 Peer) Lending, Automated Loans, Alternative Financing. Learn how the digital financial tools provide easy access and connectivity for your digital customers.

## Methodology

An interactive training approach which enables participants to actively understand and realize the proposed material. Our subject matter expert(s) will both share their knowledge and facilitate further discussion. Live scenarios, assignments, and interactive engagement in the latest case studies will be present during all the training program.

## Business Areas Concerned

Digital banking, digital finance, transformation strategy, financial technology, client management, business strategy foresight.

## Content

<b>Day 1</b>	Morning session 09:00 – 12:30	<b>INTRODUCTION: WHAT IS DIGITAL BANKING &amp; DIGITAL CUSTOMER</b> <ul style="list-style-type: none"> <li>• Digital Banking Introduction.</li> <li>• Difference between digital and online banking.</li> <li>• The emergency of Fintech services and challenges for the banks.</li> <li>• What is a digital customer?</li> <li>• Digital banking and renewed customer experience.</li> <li>• Engaging, migrating your digital customers to your bank.</li> </ul>
	Lunch Break 12:30 – 13:30	
	Afternoon session I 13:30 – 15:00	<b>IDENTIFYING &amp; ANALYSING THE TRENDS</b> <ul style="list-style-type: none"> <li>• Digital Products/services through Mobile banking and Payments</li> <li>• Trends – Digital in digital banking.</li> <li>• Global customer- Digital and mobile trends</li> <li>• Identifying opportunities for Albanian customers.</li> </ul>
	Short Coffee Break 15:00 – 15:15	
	Afternoon session II 15:15 – 17:00	<b>TOOLS FOR CUSTOMER ON-BOARDING</b> <ul style="list-style-type: none"> <li>• Customer On-boarding and Management.</li> <li>• Technology- Tool for boarding customer not sole solutions.</li> <li>• Case studies with bank challenges.</li> <li>• Role of management for successful onboarding.</li> </ul>
<b>Day 2</b>	Morning session 09:00 – 12:30	<b>PRODUCTS AND SERVICES IN THE DIGITAL FINANCE SPACE</b> <ul style="list-style-type: none"> <li>• Digital Banking Impact Process</li> <li>• People, IT and Digital trends.</li> <li>• Lending, Crowdfunding, P2P (Peer to Peer) lending. Automated loan.</li> <li>• Alternative Financing Solutions.</li> </ul>
	Lunch Break 12:30 – 13:30	
	Afternoon session I 13:30 – 15:00	<b>EXPLORING THE OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• Explore the different tools used in the credit sectors.</li> <li>• Analysing opportunities for Albanian customers.</li> <li>• Implementing opportunities for Albanian customers.</li> </ul>
	Short Coffee Break 15:00 – 15:15	
	Afternoon session II 15:15 – 15:45	<b>RECAP &amp; CONCLUSIONS</b>
	15:45 – 16:15	<b>RECOMMENDATIONS &amp; FOLLOW UP PLANS</b>
	16:15 – 16:45	<b>CERTIFICATE DISTRIBUTION CEREMONY</b>

## Participants

Each institution can contribute with its best and most promising high flyers in their departments. Up to 3 or 4 selected participants per institution is expected. The minimum class size is **15 people** and maximum class size is **22 participants**.

## Price includes

Training place & premises, cost of trainers / lecturers, preparation and execution of the training, electronic and hard copy training materials, coffees & lunch for training days, as well as the issuance of a training certificate in the area of *Digital Transformation and Digital Banking* that is legally recognized by the Albanian Ministry of Finance & Economy and accepted in the European Union.

## Trainer



### Mark Lamers

Mark Lamers is an Innovative result driven entrepreneur and people manager with cross-functional expertise in education, Fin&Tech. He has had the privilege in successfully setting up, buying, building and selling various technology and finance green field companies...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Digital Banking  
& Digital Customer**



## TECH INNOVATION & BANKING



2 Days



English

### About the Course

Traditional banks and financial institutions are facing fierce competitions and stiff challenges from a worldwide of emerging disruptive startups. Quite a number of FinTech startups have grown up to handle billions in transactions within 3 years of starting business. The sector itself is attracting soaring levels of investment. Peer-to-peer lending, mobile payment, *blockchains*, virtual currencies, robo-advisory in wealth management, social mortgage, FX transfers, and crowdsourced funding are some of the hottest sweet spots in FinTech area.

In this course, we review some of the hottest emerging technology (such as big data, AI, predictive analytics, international transfers, social media) that drive the finTech innovations. We also pinpoint future trends that reshape the whole financial industry. Are you ready to catch up or continue to lag behind?

Technology has always been a driver of growth and innovation in business but none more so than in the financial services and banking sector.

In this course, the participant will learn how products and the services are now being shaped and transformed by evolving digital technologies and new entrants. The participant will learn to understand what is driving the emergence of a new breed of business, the technologies these are based on, the solutions emerging to a range of customer and the business challenges.

Finally, to understand the future of FinTech the participant will also need to understand the overall context in which it operates, which means knowing something of the regulatory framework, policies and guidelines that surround it.

## Target Group

This training course and workshop is designed to equip the banks' HQ technology related departments and their staff with the latest knowledge on the impact of technological innovation on banking. Specifically, this tech-focused training is designed for the HQs' staff working in the IT Department; Payments and Cards department. (corporate & individuals)

## Objectives and Aims of the course

- Learn about the emerging technology that is enabling financial institutions to facilitate and improve the products and solutions for their digital customers.
- What are challenger banks and what can one learn from them to improve the continual interaction of digital customers.
- How is AI (Artificial Intelligence), Big Data, and Robo-advisors evaluating the marketing trends of the customers.

## Methodology

An interactive training approach which enables participants to actively understand and realize the proposed material. Our subject matter expert(s) will both share their knowledge and facilitate further discussion. Live scenarios, assignments, and interactive engagement in the latest case studies will be present during all the training program.

## Business Areas Concerned

Digital banking, digital finance, transformation strategy, financial technology, client management, payment solutions, business strategy foresight.

## Participants

Each institution can contribute with its best and most promising high flyers in their departments. Up to 3 or 4 selected participants per institution is expected. The minimum class size is **12 people** and maximum class size is **22 participants**.

## Content

<b>Day 1</b>	Morning session 09:00 – 12:30	<b>INTRODUCTION: RETAIL BANKING and FINTECH LANDSCAPE</b> <ul style="list-style-type: none"> <li>• Retail banking in the digital sphere.</li> <li>• Digital Card and Payment solutions</li> <li>• Technology changing landscape of digital cards and mobile payment.</li> <li>• Payment, remittance and international transfers</li> <li>• Who are the leaders in Fintech?</li> </ul>
	Lunch Break 12:30 – 13:30	
	Afternoon session I 13:30 – 15:00	<b>IDENTIFYING &amp; ANALYSING THE TRENDS</b> <ul style="list-style-type: none"> <li>• Future trends in payment and remittance.</li> <li>• Regulations that change the landscape for banks and Digital customers.</li> <li>• Is your bank able to fill those needs in digital cards and payments?</li> <li>• Identifying opportunities for Albanian players in the ecosystem.</li> </ul>
	Short Coffee Break 15:00 – 15:15	
	Afternoon session II 15:15 – 16:30	<ul style="list-style-type: none"> <li>• Live Case Study. Analyses and Findings.</li> <li>• Conclusions</li> <li>• End of Day 1</li> </ul>
<b>Day 2</b>	Morning session 09:00 – 12:30	<b>TECHNOLOGY, AI and ROBO- BANKING</b> <ul style="list-style-type: none"> <li>• Technology-Impact on banking</li> <li>• Online services challenging traditional banks- BAAS (Banking as A Service).</li> <li>• What are Challenger Banks – who are the key players?</li> <li>• How does AI, Big Data, Robot Advisors add value for marketing your services and products.</li> </ul>
	Lunch Break 12:30 – 13:30	
	Afternoon session I 13:30 – 15:00	<b>CYBER-SECURITY, REGTECH &amp; ITS FUTURE</b> <ul style="list-style-type: none"> <li>• Cybersecurity solutions that protect bank and customers' data.</li> <li>• Technology in digital banking introduces RegTech.</li> <li>• Future technology trends in banking.</li> </ul>
	Short Coffee Break 15:00 – 15:15	
	Afternoon session II 15:15 – 16:00	Understand how to add value using technology for your digital customers. Analyzing a real case study scenario
	16:00 – 16:15	<b>RECAP &amp; CONCLUSIONS</b>
	16:15 – 16:30	<b>RECOMMENDATIONS &amp; FOLLOW UP PLANS</b>
	16:30 – 17:00	<b>CERTIFICATE DISTRIBUTION CEREMONY</b>

## Price includes

Training place & premises, cost of trainers / lecturers, preparation and execution of the training, electronic and hard copy training materials, coffees & lunch for training days, as well as the issuance of a training certificate in the area of *Digital Banking and Financial Technology Innovation* that is legally recognized by the Albanian Ministry of Finance & Economy and accepted in the European Union.

## Trainer



### Arthur Janse

Arthur Janse, is a Blockchain, FinTech speaker, consultant and investor. He has 17+ years international experience as Finance Business Partner. He is the founder of the Blockchain Centre of Excellence at Saxion University of Applied Science.

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Tech Innovation in Banking**



## CRYPTO-CURRENCIES, BLOCKCHAIN & BANKING



2 Days



English

### About the Course

Traditional banks and financial institutions are facing fierce competitions and stiff challenges from a worldwide of emerging disruptive startups. Quite a number of FinTech startups have grown up to handle billions in transactions within 3 years of starting business. The sector itself is attracting soaring levels of investment. Peer-to-peer lending, mobile payment, *blockchains*, virtual currencies such as bitcoin, Ethereum, ripple and crowdsourced funding are some of the hottest sweet spots in FinTech area.

In this course, we review some of the hottest emerging technologies (such as cryptocurrency, distributed ledger technology and block-chain) that drive the FinTech innovations. We also pinpoint future trends that reshape the whole financial industry.

Technology has always been a driver of growth and innovation in business but none more so than in the financial services and banking sector.

In this course, the participant will learn how products and the services are now being shaped and transformed by evolving digital technologies and new entrants. The participant will learn to understand what is driving the emergence of a new breed of business, the technologies these are based on, the solutions emerging to a range of customer and the business challenges.



Finally, to understand the future of FinTech the participant will also need to understand the overall context in which it operates, which means knowing something of the regulatory framework, policies and guidelines that surround it.

## Target Group

This training course and workshop is designed to equip the banks' HQ departments of strategy development, information technology and their staff with the latest knowledge on the impact of these technological innovations on banking. Specifically, this course training it is designed for the HQs' staff (Director and C-level) working in the strategy development department, ICT Department; Payments and Cards department. (corporate & individuals)

## Objectives and Aims of the course

- Learn the latest trends about the cryptocurrency market and its technology behind.
- Find out why the bitcoin has become the currency of choice to digital customers.
- Find out why are banks getting involved with cryptocurrencies? The digital customer and the use of cryptocurrencies. Learn and analyze the cases that have changed money interaction in finance and payments.
- Learn the overview of blockchain, the technology and the use cases that has revolutionized smart contracts, decentralized storage, provide digital identity, and enables authenticity of customers and their data.

## Methodology

An interactive training approach which enables participants to actively understand and realize the proposed material. Our subject matter expert(s) will both share their knowledge and facilitate further discussion. Live scenarios, assignments, and interactive engagement in the latest case studies will be present during all the training program.

## Business Areas Concerned

Digital banking, digital finance, transformation strategy, financial technology, client management, payment systems and solutions, crypto currency solution, business strategy foresight.

## Content

<b>Day 1</b>	Morning session 09:00 – 12:30	<b>INTRODUCTION: CRYPTO-CURRENCY, BANKING and FINTECH LANDSCAPE</b> <ul style="list-style-type: none"> <li>• Cryptocurrency in Banking. What is it?</li> <li>• What is the difference between digital assets and cryptocurrency?</li> <li>• The popularity of cryptocurrency</li> <li>• What transactions are digital customers using it for?</li> </ul>
	Lunch Break 12:30 – 13:30	
	Afternoon session I 13:30 – 15:00	<b>IDENTIFYING &amp; ANALYSING THE TRENDS</b> <ul style="list-style-type: none"> <li>• Use cases Bitpesa money transfers, remittance solutions.</li> <li>• Banks acquiring and central banks interested in bitcoin, why now?</li> <li>• What trends happening in the bitcoin space.</li> </ul>
	Short Coffee Break 15:00 – 15:15	
	Afternoon session II 15:15 – 16:30	<ul style="list-style-type: none"> <li>• Live Case Study. What opportunities lies for Albanian customers and Albanian banks?</li> <li>• Analyses and Findings.</li> <li>• Conclusions.</li> <li>• End of Day 1</li> </ul>
<b>Day 2</b>	Morning session 09:00 – 12:30	<b>BLOCK-CHAIN TECHNOLOGY AND BANKING</b> <ul style="list-style-type: none"> <li>• Blockchain and banking</li> <li>• Introducing distributed ledger. Smart contracts</li> <li>• The benefits of blockchain in providing transparency and decentralized monitoring</li> <li>• How does blockchain acts as a recorder/ ledger and how can your bank utilize it for payments and regulations purposes?</li> </ul>
	Lunch Break 12:30 – 13:30	
	Afternoon session I 13:30 – 15:00	<b>CYBER-SECURITY, REGTECH &amp; ITS FUTURE</b> <ul style="list-style-type: none"> <li>• Who are the leaders in blockchain?</li> <li>• How will blockchain affect my digital customers daily activities?</li> <li>• What are the growing trends in blockchain and banking activities.</li> </ul>
	Short Coffee Break 15:00 – 15:15	
	Afternoon session II 15:15 – 16:00	Are there challenges in implementing blockchain in Albanian banks?
	16:00 – 16:15	<b>RECAP &amp; CONCLUSIONS</b>
	16:15 – 16:30	<b>RECOMMENDATIONS &amp; FOLLOW UP PLANS</b>
	16:30 – 17:00	<b>CERTIFICATE DISTRIBUTION CEREMONY</b>

## Participants

Each institution can contribute with its best and most promising high flyers in their departments. Up to 3 or 4 selected participants per institution is expected. The minimum class size is **12 people** and maximum class size is **22 participants**.

## Price includes

training place & premises, cost of trainers / lecturers, preparation and execution of the training, electronic and hard copy training materials, coffees & lunch for training days, as well as the issuance of a training certificate in the area of *Cryptocurrency and Blockchain Technology in Digital Banking* that is legally recognized by the Albanian Ministry of Finance & Economy.

## Trainer



### Arthur Janse

Arthur Janse, is a Blockchain, FinTech speaker, consultant and investor. He has 17+ years international experience as Finance Business Partner. He is the founder of the Blockchain Centre of Excellence at Saxion University of Applied Science.

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Tech Innovation in Banking**



## REGULATORY TECH & BANKING



2 Days



English

### About the Course

Regulatory technology, also known as “**RegTech**” is technology that helps streamline the process of regulatory compliance, reducing costs and time spent on regulatory operations.

Regulation is one of a number of services to receive the ‘Tech’ treatment in recent times. The aftermath of the 2008 financial crisis brought about an increase in regulation in the financial sector. Concurrently, there was a rise of the disruptive use of technology within the financial sector. Technology breakthroughs led to an increase in the number of fin-tech companies that create technology-driven products to enhance the customer experience and engagement with financial institutions. The coupling of more regulatory measures and laws with a more technologized sector brought about the need for regulatory technology.

This course seeks to explore how financial institutions, banks, firms can benefit from regulatory technology and how they can leverage regulatory focused data to better understand and manage their compliance risks. This course is a means of helping staff to comply by adding automated solutions that will reduce costs where requirements are very long and stringent to comply with all the regulations.

## Target Group

This training course and workshop is designed for people in the Compliancy department or for members of the Executive Board who are faced with a higher liability and therefore want to use technology to take well-informed decisions. It will equip the banks' HQ departments of strategy development, information technology, risk management, regulatory, legal and compliance with the latest knowledge on the impact of current regtech innovations on banking. Specifically, this course training it is designed for the HQs' staff (Director and C-level) working in the strategy development department, ICT Department; Regulatory, legal, compliance and risk management department.

## Objectives and Aims of the course

We seek to highlight:

- What is RegTech (Regulatory Technology) and what is its strategic value?
- RegTech solutions (and underlying technology) which are becoming more prominent in the market.
- Learn how these solutions and tools safeguards the transactions of the customers and while bringing confidence to the financial institutions.
- The benefits of RegTech.
- The significance of the experienced financial services professional in the RegTech / FinTech era.
- Why Albania has some work to do to establish itself as a RegTech / FinTech friendly location.
- How best to leverage RegTech to plot your Regulatory journey for the future.

## Methodology

An interactive training approach which enables participants to actively understand and realize the proposed material. Our subject matter expert(s) will both share their knowledge and facilitate further discussion. Live scenarios, assignments, and interactive engagement in the latest case studies will be present during all the training program.

## Business Areas Concerned

Digital banking, digital finance, transformation strategy, financial technology, client management, regulatory, compliance, risk management, business strategy foresight.

## Content

<b>Day 1</b>	Morning session 09:00 – 12:30	<b>INTRODUCTION: REGULATION TECHNOLOGY, FINTECH IN THE BANKING LANDSCAPE</b> <ul style="list-style-type: none"> <li>Regtech -The benefits for Digital customers and the banks.</li> <li>What future directives are affecting changes on banks and digital customers from 2017 and 2018.</li> <li>Banking activities in compliance made easier through Regtech.</li> <li>How applying Regtech solutions can build customer trust.</li> </ul>
	Lunch Break 12:30 – 13:30	
	Afternoon session I 13:30 – 15:00	<b>IDENTIFYING &amp; ANALYSING THE TRENDS</b> <ul style="list-style-type: none"> <li>How technology-digital banking in compliance deals with AML, and protect data from cyber security threats</li> <li>Regtech solution providers- Who are the leaders?</li> <li>The trends in Regtech and the Albanian Regtech solution providers. Cost-benefit analyses.</li> </ul>
	Short Coffee Break 15:00 – 15:15	
	Afternoon session II 15:15 – 16:30	<ul style="list-style-type: none"> <li>Live Case Study. What opportunities lies for Albanian customers and Albanian banks?</li> <li>Analyses and Findings.</li> <li>Conclusions</li> <li>End of Day 1</li> </ul>
<b>Day 2</b>	Morning session 09:00 – 12:30	<b>REGULATION TECHNOLOGY 2.0</b> <ul style="list-style-type: none"> <li>Tools used to protect internal and external threat – API and the challenges for banks.</li> <li>RegTech not just a safeguard component for your clients but a marketing tool.</li> <li>Technology- Tools in monitoring abnormalities predictability of defaults.</li> </ul>
	Lunch Break 12:30 – 13:30	
	Afternoon session I 13:30 – 15:00	<b>CYBER-SECURITY, REGTECH &amp; ITS FUTURE</b> <ul style="list-style-type: none"> <li>The use of biometrics to secure and Identify customer and monitor activities.</li> <li>Explore the RegTech 2.0 Universe. A deep look at the companies that make up the RegTech 2.0 Universe.</li> <li>What are the future trends in Regtech 2.0?</li> </ul>
	Short Coffee Break 15:00 – 15:15	
	Afternoon session II 15:15 – 16:00	Live Case Study. In what area of <b>RegTech 2.0</b> (Regulatory Reporting, Risk Management, Identity Management & Control, Compliance, Transaction Monitoring) can your bank invest, develop and thrive as a start-up.
	16:00 – 16:15	<b>RECAP &amp; CONCLUSIONS</b>
	16:15 – 16:30	<b>RECOMMENDATIONS &amp; FOLLOW UP PLANS</b>
	16:30 – 17:00	<b>CERTIFICATE DISTRIBUTION CEREMONY</b>

## Participants

Each institution can contribute with its best and most promising high flyers in their departments. Up to 3 or 4 selected participants per institution is expected. The minimum class size is **12 people** and maximum class size is **22 participants**.

## Price includes

Training place & premises, cost of trainers / lecturers, preparation and execution of the training, electronic and hard copy training materials, coffees & lunch for training days, as well as the issuance of a training certificate in the area of Digital Banking and Regulation Technology (RegTech) Innovation that is legally recognized by the Albanian Ministry of Finance & Economy and accepted in the European Union.

## Trainer



### Madeline Newman

Madeline is an independent consultant who has a strong track record and understanding of what is coming next, and how to turn strategic goals into a deliverable reality. In recognition of her work...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Regulatory Tech in Banking**



## ENTREPRENEURSHIP & INNOVATION

We have developed a unique programme for the innovation and entrepreneurship path. It serves to the companies that are aware of the changes that the 4th Industrial Revolution will bring in their organizations.





## INNO-MANAGEMENT & STRATEGY



5 Days



English

### Overview

**The rise of Industry 4.0, and of ICT, robotics, and networked production has created a demand for managers who can contribute to the digital transformation of their organizations. In this five-day executive program research experts, present state of the art developments in Innovation Management which are vital for the work in R&D. The program is offered by EXINN Technology Center.**

As a participant to the Innovation Management course, you will gain key competencies for managing R&D in productive industries.

Your fellow participants in this course are experienced professionals who would like to gain new scientific knowledge on innovation in a short period of time. This creates a stimulating learning environment and will help you expanding your professional network.

Upon completion of the course, you will receive an Executive Education Certificate in Innovation Management from **EXINN Technology Center**.

### Reasons to follow the Innovation Management Executive course

- Learn all about the latest developments in the field of innovation management and innovation strategy
- Gain key competencies needed for managing R&D in productive industries
- Enjoy interactive workshops and case studies
- Benefit from the course related site visit
- Get inspired by exchanging views and experiences with experts and peers from different cultural and professional backgrounds

## Content

	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00 - 10:30	Welcome & introduction	Uncertainty & Limitations of Planning	Frontend of Innovation	Lean Startup Methodology	Case: The LEGO Group: Publish or Protect
10:45 - 12:15	Case Study Polaroid	Effectuation	Frontend of Innovation	Design Thinking Workshop	Enforcing IPR: Overview and Discussion about Chances and Risks
12:15 - 13:00	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
13:00 - 14:30	Structural Inertia & Not-Invented-Here I	Lean Innovation	Co-Creation with Stakeholders	Introduction to Intellectual Property Rights (IPR)	13:00 - 14:00 Examination Break
14:45 - 16:15	Not-Invented-Here II	Lean Innovation	Co-Creation with Stakeholders	Introduction to different exploitation (licensing) models	Awarding Certificates
16:15 - 17:15		Lab Visit: Demonstration Factory	(Company Visit)		

## Trainer



Elona Farka

**Expert and Lecturer in Innovation Management, IP Rights and Asset Management.** Elona serves as the Head of Intellectual Property & Counsel at EXINN Technology Center...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Innovation Management & Strategy**



7 Days



English

## Overview

More than a billion people on the planet are self-employed, with a large portion of them entrepreneurs providing jobs and bringing new products, processes and ideas to the market. This lead to the ever-greater belief of entrepreneurship as a mechanism of creating individual and national wealth. There are also rising expectations that entrepreneurs can, through their innovativeness and potential social impact, provide solutions for ensuring sustainable environmental and social development.

More and more people across the world are indeed choosing to be entrepreneurs, including larger numbers of women and older people (in advanced economies). But, despite all the positive rhetoric from policy makers, they still face formidable obstacles, in particularly in terms of their personal resilience and resources. Many entrepreneurs are still engaged in activities that undermine social and environmental sustainability and do not realize the opportunities that new technologies and business models offers for doing good business through promotion of the circular economy.

## **What is more than ever needed for sustainable entrepreneurship and innovation is:**

- entrepreneurship that promotes social sustainability through creation of jobs, opportunities, economic growth and new technologies and that avoids rent-seeking;
- entrepreneurship that will lead to development of personal resilience and skills as entrepreneurs so that entrepreneurs as individuals can be sustainable, coping with the high personal demands that entrepreneurship often imposes; and
- entrepreneurship that is aware of the environmental needs and opportunities for new business models and innovations that will promote the circular economy.

This 5-day Executive Education Program has been developed to provide individuals, entrepreneurs, public policymakers and scholars who focus on entrepreneurship, small business, innovation and public policy a concise, but cutting edge, introduction to the leading issues in sustainable entrepreneurship and innovation.

## **Target Audience Profile**

The program is designed for:

- policy makers in government and international bodies who have an interest in entrepreneurship, innovation, sustainable development, the circular economy, personal development.
- officials, planners and legal advisors to government economic development departments
- entrepreneurs who wish to define their success also through their positive impact on the broader society and their personal resilience and effective coping styles
- representatives of umbrella organizations and representatives of larger organizations that deal with small business(es)
- scholars working on the economics of entrepreneurship and innovation.

## **Course length**

The standard format of the program is five days + 2days assignment and exam (in total 55 hours) and in intensive course format. This will include lectures, classes, presentations and all other relevant activities.

## Teaching methods

Teaching will aim to be interactive and participants pro-active attitude fundamental for the success of the course. For this more than one method will be adopted. More traditional lectures will be delivered for the conceptual-methodological parts and the exposition of case studies. Participants are invited to bring their own case studies. The attendees will perform project presentation and discussion, presentation of professional experience, individually or as groups.

## Content

<p>Day 1 Social sustainability, innovation and entrepreneurship</p>	<ul style="list-style-type: none"> <li>• Definitions and measurement</li> <li>• Theories of entrepreneurship and development / the SDGs</li> <li>• Industry 4.0 and Technology and inclusiveness</li> <li>• Risk, conflict and corruption</li> </ul>	
<p>Day 2 Personal coping, sustainability and entrepreneurship</p>	<ul style="list-style-type: none"> <li>• Motivations for entrepreneurship</li> <li>• Happiness and well-being among entrepreneurs</li> <li>• Resources for success: personal coping</li> <li>• Institutional barriers</li> <li>• Case studies</li> </ul>	
<p>Day 3 Personal coping, sustainability and entrepreneurship</p>	<ul style="list-style-type: none"> <li>• Work-life balance</li> <li>• Managing people</li> <li>• Challenges facing women entrepreneurs</li> </ul>	
<p>Day 4 Environmental sustainability and entrepreneurship</p>	<ul style="list-style-type: none"> <li>• Innovation and entrepreneurship – concepts</li> <li>• Climate change challenge</li> <li>• The circular economy</li> <li>• Case studies</li> </ul>	
<p>Day 5 Environmental sustainability and entrepreneurship</p>	<ul style="list-style-type: none"> <li>• Frugal innovation</li> <li>• The global environmental facility, and impact assessment</li> <li>• Case studies</li> </ul>	<p><b>Afternoon:</b> Projects presentation by participants; Wrap up and preparation for assignment and exam</p>
<p>Day 6</p>	<p>Practical written assignment on sustainable entrepreneurial innovation and globalization case study: Circular economy - from Avocado seeds to healthy bread - The case for Nicaragua 2012.</p>	
<p>Day 7</p>	<p><i>Written exam</i></p>	

## Written exam for 4 hours:

- Multiple questions: 50%;
- Exercises: 25%;
- Logical essays: 25%

## Trainer



### Gavril Lasku

Gavril is currently a Doctoral Researcher at the Swiss Management University in Zurich. He has a vast and valuable knowledge in the areas of Private sector development policy, SME development and internationalization, Civil society and community development, Entrepreneurship...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Sustainable Innovative  
Entrepreneurship & Globalization**



## STRATEGIC INNOVATION & TECHNOLOGY AUDIT



3 Days



English

### Objective

The main objective of this training is to strengthen Albania's consultants' ability to assist SMEs in developing their entrepreneurial attitude and in applying innovation methods and techniques for enhanced performance in all areas of innovation; product, process, service, organization and business model.

### Benefits

You will have immediate benefits from this training, because it is practical, tailor made, and the focus on diverse information sources.

- **Practical;** every presentation is followed by an assignment. The skills learned can immediately put to use by using the available real case studies.
- **Tailor made:** sector specific assignments are included based on the background of the participants.

### For whom?

1. **Representative of SME's aiming to sharpen their innovation technology appraisal skills.**
2. **Business service providers (BSPs) aiming to support their business community** with innovation and technology audit and consultancy services.

## Content

	Day 1	Day 2	Day 3
<b>Morning Session</b> 9:00 - 13:00 (20 minutes break)	<ul style="list-style-type: none"> <li>• Opening &amp; Brain Farming</li> <li>• Innovation Discussion</li> <li>• Group Introduction Exercise</li> <li>• From Discovery to Innovation (Discovery, Creation, Invention, Innovation)</li> <li>• Types of Innovation &amp; Innovation Management in SMEs</li> <li>• Brainstorm session in groups on types of Innovation in Albania Market (Farming, Tourism, Banking)</li> <li>• Group work Presentations Case A, Case B, Case C</li> </ul>	<ul style="list-style-type: none"> <li>• Review of the first day</li> <li>• SME Innovation &amp; Technology Audit (SiTA) Process</li> <li>• Introduction to SiTA (Phase 1) Quick Appraisal (QA)</li> <li>• Introduction to case studies (Case A, B, C)</li> <li>• Doing the quick Appraisal Exercise (Case A, B, C)</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation Options Methodology</li> <li>• Group Innovation Options Exercise</li> <li>• Presenting the Innovation Options solutions</li> <li>• Exam worn up session</li> </ul>
13:00 - 14:00	Lunch Break	Lunch Break	Lunch Break
<b>Afternoon Session I</b> 14:00 - 15:45	<ul style="list-style-type: none"> <li>• Estimating the Value of Innovation</li> <li>• Presentation of case studies (Case A, Case B, Case C)</li> <li>• Exercise on Estimating the Value of Innovation (Giving the exercise)</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to SiTA (Phase 2) Contents of IDD</li> <li>• Doing the IDD Exercise (Case A, B, C)</li> </ul>	<ul style="list-style-type: none"> <li>• Written Exam</li> </ul>
<b>Break</b> 15:45 - 16:00	Coffe/Tea	Coffe/Tea	Coffe/Tea
<b>Afternoon Session II</b> 16:00 - 17:15	<ul style="list-style-type: none"> <li>• Finding the Value of Innovation Exercise</li> <li>• Wrap Up</li> </ul>	<ul style="list-style-type: none"> <li>• Presenting the IDD Exercise</li> <li>• Case A, Case B, Case C</li> <li>• Discussion</li> <li>• Conclusions</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation</li> <li>• Certificate Presentation</li> <li>• Closing Ceremony</li> </ul>

## Trainer



### Endri Bahja

Endri is currently serving as the **CEO of EXINN Technology Center** and also as the **Balkans Manager covering Global Scans and Innovation Audits for FinnoLux**. He is a certified **Strategic Innovation and Technology Auditor...**

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Strategic Innovation & Technology Audit**





## IP, TECH-TRANSFER & LICENSING



5 Days



English

### Course Description and Aim

This training course will cover legal protection and commercialization of intellectual property; the importance of intangible assets to business and economics; systems and mechanism of the legal protection of intellectual property, models of the legal protection, their advantages and disadvantages, inter-relationship thereof; and advantages and disadvantages of each of those types of legal protection.

This course aims to provide insight and experience for new venture creation, stemming from research, through provision of innovation systems and management of processes, as well as creating a culture of entrepreneurship within institutes, companies or local economies.

### Target Audience

The training course will touch upon the legal and economic aspects of Intellectual Property, Technology Transfer and Licensing and it is mainly addressed to innovation professionals in the public and private sector, including those in technology transfer offices, researchers, industry R&D professionals, companies, and government bodies, including national and regional intellectual property offices and science and technology ministries. Further, due to its integrated and practical approach, it will be also of interest for inventors and SMEs wanting to familiarize themselves with the legal and economic aspects of the innovation exploitation process.

This Course is designed for anyone who is interested in Intellectual Property, Technology Transfer and Licensing or would like to develop career in the target industry.

## Content

Day 1	<p><b>AN INTRODUCTION TO INTELLECTUAL PROPERTY THEORETICAL AND ECONOMIC UNDERPINNINGS OF PATENT LAW</b></p> <p>Introduction to the general concepts of intellectual property (IP) law, and exploring the history and nature of patent law.</p>
Day 2	<p><b>INTELLECTUAL PROPERTY MANAGEMENT</b></p> <p>Introduction to the general concepts of intellectual property management</p>
Day 3	<p><b>ECONOMIC PERSPECTIVES ON INTELLECTUAL PROPERTY MANAGEMENT</b></p>
Day 4	<p><b>TECHNOLOGY TRANSFER</b></p>
Day 5	<p><b>ASSIGNMENTS &amp; EXAM</b></p> <p>Analysis and cases to associate the economic value creation strategies that are applied to the IP and technology transfer.</p>

## Trainer



Elona Farka

**Expert and Lecturer in Innovation Management, IP Rights and Asset Management.** Elona serves as the Head of Intellectual Property & Counsel at EXINN Technology Center...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Intellectual Property,  
Technology Transfer & Lincensing**



## EXPORT MARKETING



5 Days



English

### Overview

Exporting is top-sport. It requires very fit exporters that have been well trained, are strategically well prepared, have the right attitude.

The exporters are facing markets that are constantly changing. Markets were in the past slowly evolving, the changes go nowadays much faster, even so fast that a large number of entrepreneurs have a problem to adjust themselves to these changes.

From this business case, we can learn that even in difficult times, companies can do extremely well. There are a few aspects that are important, even an absolute condition, to be successful in the export markets:

- The company should have a clear, long term vision, shared values and long-term objectives. This gives focus and are essential components for developing a strategy.
- The management of the company should develop the skills to get a good feel for the markets and for the consumers in the market. Dutch consumers think and act differently than an American, Japanese, Russian or Albanian consumer.
- The exporter should have a well filled export toolbox so that the right tool can be used in the export process. In the Netherlands, he will use some tools which he does not need in Russia (and the other way around)
- The quality/price balance should be good and should be acceptable for the selected market segment. The exporter should not try to export what they produce (that is the pushing effect) but they should produce what the consumers want to buy at a price they are willing to pay (that is the pull effect). This ties in with above number -2-.

An export company that has these 4 aspects well under control is a competitive company. They will be able to face the competition. In the Export support and coaching program, we are going to address all these aspects.

## Target Audience Profile

The program is designed for:

- policy makers in government and international bodies who have an interest in entrepreneurship, innovation, sustainable development, the circular economy, personal development.
- officials, planners and legal advisors to government economic development departments
- entrepreneurs who wish to define their success also through their positive impact on the broader society and their personal resilience and effective coping styles
- representatives of umbrella organizations and representatives of larger organizations that deal with small business(es)
- scholars working on the economics of entrepreneurship and innovation.

## The objectives of the program

- **Make companies competitive**
- **Prepare them thoroughly for the Western European market**
- **Fill the export toolbox of the participants**
- **Coach the participants towards the first export order**

## Content

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Morning Session</b> 09:00 - 12:30	<ul style="list-style-type: none"> <li>• Introduction &amp; Participants</li> <li>• Getting to know each other</li> <li>• What will be the result of this week?</li> <li>• Deliverables</li> <li>• Expectations</li> <li>• Programme overview</li> <li>• Introduction &amp; export process</li> </ul>	<ul style="list-style-type: none"> <li>• Internal &amp; external analysis</li> <li>• What are EU consumer, buyer and trade trends and developments</li> <li>• How can I keep track of these developments myself?</li> <li>• CBI Database</li> <li>• Market Access Requirements</li> <li>• Buyer Requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunities &amp; strategy</li> <li>• How can I conduct the SWOT analysis</li> <li>• Translating SWAT into a confrontation matrix?</li> <li>• Pre-training assignment</li> </ul>	<ul style="list-style-type: none"> <li>• BSO services &amp; importer in practice</li> <li>• How can I market the services my BSO has to offer to our clients?</li> <li>• What are the main aspects of the BSO-client relationship and how can I improve them?</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation &amp; what's next?</li> <li>• How to implement SEMP successfully?</li> <li>• Prepare for the SEMP presentation</li> </ul>
12:30 - 13:00	Photo + Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
<b>Afternoon Session I</b> 13:30 - 15:00	<ul style="list-style-type: none"> <li>• What does the export process look like?</li> <li>• What is the role of my BSO in this process?</li> <li>• SEMP Methodology</li> </ul>	<ul style="list-style-type: none"> <li>• Where can I find information on the European markets?</li> <li>• CBI Database</li> <li>• ITC Maps Database</li> </ul>	<ul style="list-style-type: none"> <li>• How can I develop a strategy from my confrontation matrix?</li> </ul>	<ul style="list-style-type: none"> <li>• Company visit to an European Union importer</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation SEMP</li> <li>• Carousel</li> <li>• in groups</li> </ul>
<b>Break</b> 15:05 - 15:30	Coffee/Tea	Coffee/Tea	Coffee/Tea	Coffee/Tea	Coffee/Tea
<b>Afternoon Session II</b> 15:30 - 17:00	<ul style="list-style-type: none"> <li>• What is the European culture and business practice like?</li> </ul>	<ul style="list-style-type: none"> <li>• What relevant information can be found in the shops around the training location?</li> <li>• Market Intelligence Assignment</li> <li>• Packaging, labelling, ingredients ect.</li> <li>• Market Intelligence Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• How can I translate the strategy into concrete action steps?</li> <li>• SEMP Counselling</li> </ul>	<ul style="list-style-type: none"> <li>• Company visit to an European Union exporter</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation SEMP</li> <li>• Carousel continued</li> <li>17:00 - Closing Ceremony</li> </ul>

## Trainer



Nick Meijer

Nick is a very experienced Dutch exporter himself. With his business & export development consultancy for over 35 years he has developed a number of exporting systems that are now registered, patented and used around the world...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Export Marketing**



## INTELLECTUAL ROBOTICS & AI



5 Days



English

### About this Course

This course is about learning the ways to build a general-purpose autonomous robot for different uses in businesses, offices etc. A new trend nowadays, is about “hiring” robo-assistants, advisors, workers, specialized in different fields on the market, to facilitate in certain tasks. We already have chat-bots, which automate most of the routine questions in everyday support. A robo-assistant placed in a workplace, will speed-up work of its colleagues, a robo-advisor will take care of financial interests or assist in planning investments for bank clients, etc. This intensive course is best designed for IT departments. They will learn the ways and means to build the robot for their company’s needs.

The course starts with an introduction to robotics in general. This lecture is a snack for the mind, to prepare it for the next days’ intensive programs. The most efficient way to do this, is by also getting in contact with the participants, by extracting problems and find potential solutions to most of their everyday routine at work. The participants should widen their knowledge horizons, and gain the ability to be more creative in finding solutions for their companies.

Next, we give a look at the most important theoretic principles of data analysis, prediction and decision-making, like probabilistic inference, planning and search, localization, tracking and control. We will get in touch with some powerful, well-known algorithms for filtering and recognizing the terrain around. This way, we enter the robot world and see the way it



concepts the real world, digitally, using formulas and algorithms, which to the robots will be their goals during their operational periods. Participants should gain the ability to automate their tasks using algorithms, and keep in touch with the latest algorithmic developments.

The next stage enters into the electronic world. Participants will have a flashback on theories of computer architecture and what they should keep in mind when choosing the right infrastructure. Then, they will get to know different modern programmable electronic boards, sensors, types of motors and other hardware. The IT workers should gain the knowledge on all the ways a robot perceives the environment, as well as the ways it interacts with the surroundings and/or other human colleagues. In the end, the participants will know how to build a robotic infrastructure, ready to program.

The final stage is about wrapping-up all the knowledge gained through the course, including the ways to integrate a robot with existing infrastructure, database and software present in the company. Human workers already have their human-friendly interfaces for accomplishing their tasks. A robotic assistant should be also given a virtual interface for accomplishing its tasks. By now, participants should have widened their abilities to identify key aspects of a company needs from another perspective, and translate them into a digital and electronic framework, as well as being ready to build their first robot. Throughout the course, the participants will be given tools as useful programming languages to use, libraries, literature and tutorials for further learning.

## **Prerequisites and Requirements**

Success in this course requires some mathematical & algorithmic fluency. The math used will be centered on probability and linear algebra. You don't need to be an expert in either, but some familiarity with concepts in probability (e.g. probabilities must add to one, conditional probability, and Bayes' rule) will be extremely helpful and help us move forward to the important points.

Programming in this course is done in Python language. We will use some basic object-oriented concepts to model robot motion and perception. If you don't know Python but have experience with another language, you should be able to pick up the syntax fairly quickly, during the introductory phase.

Electronics are an advantage as well, knowledge on the most basic parts, components, functionalities are helpful, but even the persons who don't have experience, will catch-up pretty fast, as the explanation will be adaptable to the overall level of the participants.

## Content

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Morning session</b> 09:00 - 12:30	<ul style="list-style-type: none"> <li>Introduction to participants and trainer</li> <li>Introduction to general robotics, an overview to actual robot products around the world and their features</li> <li>Introduction to robot infrastructure, how does a robot work, from problem to solution</li> <li>Experiences from participants' workplaces</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to SLAM</li> <li>Localization theory</li> <li>Kalman Filters</li> <li>Particle Filters</li> <li>Search</li> <li>Other algorithms</li> </ul>	<ul style="list-style-type: none"> <li>Catching up with Python</li> <li>A more advanced insight into SLAM algorithms using Python</li> <li>Working with real scenarios</li> </ul>	<ul style="list-style-type: none"> <li>In-depth view on Robotic Hardware Infrastructure</li> <li>Introduction to RaspberryPi, Arduino etc.</li> <li>A detailed view on Robotic Hardware Integration</li> <li>Booting-up electronic boards</li> <li>Programming Electronic boards</li> </ul>	<ul style="list-style-type: none"> <li>From chatbot to robot: Introduction to entity recognition</li> <li>Talking with robots, NLP &amp; Voice Synthesizer Softwares, Voice recognition</li> <li>Adding goals and modules for different services of the company</li> </ul>
12:30 - 13:00	<b>Lunch Break</b>				
<b>Afternoon Session</b> 13:00 - 15:00	<ul style="list-style-type: none"> <li>Case studies, automation adaptation into workplaces</li> <li>Discussion on how to adapt automation to existing infrastructures</li> </ul>	<ul style="list-style-type: none"> <li>Wrapping up SLAM</li> <li>Introduction to Python, PyCharm, TensorFlow, numpy etc.</li> <li>Homework</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Robotic Hardware Infrastructure</li> <li>Introduction to Perception, Interaction, Sensors</li> </ul>	<ul style="list-style-type: none"> <li>Designing Hardware Circuitry</li> <li>Insights on robot physical shells and bodies, 3D Printing Ideas</li> </ul>	<ul style="list-style-type: none"> <li>Feeding data to the robot</li> <li>Ways to build interfaces for existing frameworks &amp; databases</li> </ul>
15:00 - N/D	<b>Optional Q/A</b>				

## Trainer



### Geiv Tomço

**Geiv** is a well-known AI enthusiast and Machine Learning professional around Albania's ICT Organizations. He is currently serving as CTO in EXINN Technology Center, and is involved in innovative IT, financial and investment projects inside the company...

*For more information, read on page 14.*



By the end of the course, participants will get:  
**Certification in Intellectual Robotics & AI**



## TRAINERS



### Nick Meijer

Nick is a very experienced Dutch exporter himself. With his business & export development consultancy for over 35 years he has developed a number of exporting systems that are now registered, patented and used around the world.

Lately together with two medical partners from University of Amsterdam he invented, developed and successfully exported in more than 20 countries the first portable chemical unit analyzer **Zevitt120t**, named in the top 10 most innovative Dutch products for 2016.

He lived and worked in Latin America, Africa and Egypt where he was a director of a Dutch Import and export company for 20 years. He executed project in more than 60 countries. These projects were all in the field of export promotion, export development, SME development, strategy development and turn around management. He reorganized export support organizations in Europe, Latin America, Africa and Asia. He regularly works for the European Commission, Dutch and German Government, World Bank, IDA, ITC, African Development Bank, Asia Development Bank, Inter-American Development Bank, Bancomex (Mexico), Industrial Chambers and Chambers of Commerce in Ecuador, Colombia, Thailand, South Africa.

Nick B. Meijer holds a MSc degree of the Rotterdam School of Management of the Erasmus University in Rotterdam.

He also holds an honorary Doctorate from EAFIT University. He studied Business administration with management consultancy and change management as specialization. His business planning **OTISM** model is patented and taught worldwide in business schools, organizations and multinational corporations.



## Amgad Badewi (PhD)

### **Expert and lecturer in Project Management**

Amgad has extensive experience in donor-funded projects in emerging and countries in transition (Balkans, SouthEast Asia, North Africa, LATAM). He worked previously as a national expert in Latin America and has several years of experience in international cooperation with relevant international bodies for environment and climate change. Adam published more than ten articles in the field of environment and participated in various project and programs funded by UNEP, UNECE, World Bank, IUFRO). Currently he is working as a consultant and lecturer at Kent Business School and at The Knowledge Academy, conducting training sessions in project management, proposal writing, sustainable development and soft skills. Besides project management and consultancy experience, he provides mentoring and coaching of participants in their individual action plans.

### **Further info about the lecturer?**

<https://www.linkedin.com/in/amgadbadewi/>



## Gavril Lasku

Gavril is currently a Doctoral Researcher at the Swiss Management University in Zurich. He has a vast and valuable knowledge in the areas of Private sector development policy, SME development and internationalization, Civil society and community development, Entrepreneurship, Export promotion and competitiveness, Business innovation and financing. Policy development and monitoring, Entrepreneurial University. Gavril has held top advisory and management positions in various public and semi-private entities. From 2012-2015 Gavril has worked for European Training Foundation as an Entrepreneurship and Innovation Manager. He also has worked for the Albanian Investment and Development Agency from 2006-2010 holding the position of the SME Competitiveness and Export Promotion. He was also the Executive Director of the SME Development Agency from 2003-2006. Before he was economic advisor for the Minister of Economy and the Minister of European Integration from 2001-2003.



## Endri Bahja

Endri is currently serving as the **CEO of EXINN Technology Center** and also as the **Balkans Manager covering Global Scans and Innovation Audits for FinnoLux**. He is a certified **Strategic Innovation and Technology Auditor** with an extensive experience as a **trainer and Certified trainer in Innovation Management & Innovation Technology Audit; (SITA MODEL)**. Endri is an Associate Member of **Institute of Management, UK** since 2003; Member of the **Netherlands Fellowship Program Alumni** since 2013. He is an

Alumni of Oxford Brookes University Business School, **UK** and also an Alumni of Maastricht School of Management, **Netherlands**.

With over 14 cumulative years of working experience in **Albania, UK, Austria, Germany and Netherlands**, Endri brings an extensive and progressive experience over a broad range of **cross-functions in sales management, marketing mix, business development, export audit & marketing, process improvement, product innovation, financial analyses, and project management**.



## Geiv Tomço

**Geiv** is a well-known AI enthusiast and Machine Learning professional around Albania's ICT Organizations. He is currently serving as CTO in EXINN Technology Center, and is involved in innovative IT, financial and investment projects inside the company. Geiv holds a Master's Degree for Computer Sciences from the Faculty of Natural Sciences in Tirana, and is also certified in Web Technologies, Electronics and Software Development. Geiv has participated in trainings and other educational events around different European countries for Web Technologies, Automated Systems, Data

Digitalization, Smart Bots, etc., a journey which also made him an active part as a professional trainer for EESTEC and CITY.AI communities of Europe, on Tirana's branch. His skills extend in administration of cloud & server infrastructures, IT hardware & software support, development & maintenance in electronic & robotic automated systems, and commercial intelligent software development (including web & mobile applications). His talent for teaching has allowed him to give trainings in different fields, like Web Technologies for foreign digital marketing and software developing companies, as well as young local & foreign students for robotic and programming modules in Albania.



## Elona Farka

### **Expert and Lecturer in Innovation Management, IP Rights and Asset Management**

Elona serves as the Head of Intellectual Property & Counsel at EXINN Technology Center. She holds a Master of Laws degree from the University of Liverpool in Technology and Intellectual Property Law and is a Registered Patent Attorney before the Albanian General Directorate of Industrial Property.

Her experience in leading and management positions dates since 2002 where Elona served as a Board Director at SAT Capital, Inc. She has in-depth knowledge of the aspects of Intellectual Property (IP) law, IP management and contract and privacy law. She has lived and worked across various countries and cultures, and being able to speak multiple languages, have added to her specialized skills in efficiently navigating the global legal landscape and trends of the IP protective measures, as well as in the establishment of IP portfolios through creation, comprehensive protection and leverage/commercialization, technology transfer and related transactions to ensure long-term competitive advantages.

Areas of specialty include IP, IP Asset Management, IP Counseling, IP transactions, IP Landscape, Patents, Trademark, Copyright, Trade Secrets, Software Patents, Business Method Patents, Licensing and Technology Transfer, IP Commercialization, as well as Infringement and Litigation.



## Chan Chee Seng

Chan Chee Seng is focused in Training and development for Fintech (Finance & Technology). He is an experienced ACTA certified, Certified ICDL Tester, MOE registered and academically trained educator with more than 10 years of teaching experience. He is proficient in project management for eLearning and mobile learning.

Previously in his career he has also served as a Senior Manager at Management Development Institute of Singapore and as a Director of school at EASB East Asia Institute of Management.

Currently, the expert Chan Chee Seng is serving as a Director for Training & Partnership a leader institution for Fintech initiatives and Online Forex Trading and Learning Development.



## Madeline Newman

Madeline is an independent consultant who has a strong track record and understanding of what is coming next, and how to turn strategic goals into a deliverable reality. In recognition of her work Madeline was recognized as one of the Inspirational City Women Innovators of 2016.

As a member of PA's management team, she led a number of engagements with regulators, highlights of which include the operational integration design for the new PRA and the integration of Consumer Credit into the FCA. Subsequently Madeline provided consulting at a private bank, and strategic advisory work to a global bank on operationalizing new technology capabilities.

Her most recent clients include the Financial Conduct Authority where she was helping to shape the regulator's strategic response to RegTech.

Madeline is currently working with a number of FinTech / RegTech startups and is one of the founding members of the RegTech Council.



## Arthur Janse

Arthur Janse, is a Blockchain, FinTech speaker, consultant and investor. He has 17+ years international experience as Finance Business Partner. He is the founder of the Blockchain Centre of Excellence at Saxion University of Applied Science. He has led the run of 14 week Blockchain programs for fourth grade Business Administration students. Has coached students on creating blockchain solutions at (Dutch) SME's and has guided students on performing research within public finance blockchain initiatives. He is a graduate of IMD Business School and Vrije Universiteit Amsterdam.



## Evert de Korte

The expert, Evert de Korte brings twenty (20) years of experience in Financial Markets, Payments and Cash Management. He has spent most of his career being the interface between banking, payments and trading people. He is FinTech and Innovation enthusiast who is convinced that today's technological revolution will deeply impact the way business is done!

He has been the managing consultant of Proferus B.V/ CONPEND B.V, a young FinTech startup from Amsterdam, The Netherlands, originates from the founders' strong desire for efficiency, renewal and innovation within the Financial Industry.

For more than 5 years, Evert has been a Manager Clear2Pay Academy, a leader in specialized (SEPA) payments advisory in the Benelux. The Clear2Pay Academy uses this expertise to offer in-company payments training via classroom or e-learning methods. Also, Evert tries to use the experience gained at renown companies such as SWIFT, Clear2Pay, ING, ABN AMRO, DCK to help the Dutch start-up FinTech ecosystem setting up the strategy vision for longer term growth.



## Mark Lamers

Mark Lamers is an Innovative result driven entrepreneur and people manager with cross-functional expertise in education, Fin&Tech. He has had the privilege in successfully setting up, buying, building and selling various technology and finance green field companies. Next to this play(ed) various senior management, sales and consulting roles in well-established FinTech and Finance companies.

He is the Founder, Managing Consultant at MLXperts, an innovative solution provider that combines in-depth finance and IT knowledge to provide optimal solutions for its clients. Also, he is the Co-Founder, Board member at FinTechForces.

For more than 11 years, he has been the Founder, Managing Director, Trainer at ML Finance Academy, the specialist in the field of financial education in the securities industry and financial services with offices in Netherlands, Switzerland and Poland.

With in-depth knowledge of the business and technology he is able to work on and successfully implement (innovative) business plans and projects. His background in education (trainer) and people development helps him to motivate people and successfully transfer and retain knowledge in teams that are critical for success.

## TUITUION FEES

Module / Course Names		Fee (€)
<b>Strategic Management</b>		
1.	Business Planning	600
2.	Project Finance & Access to Funding	600
3.	Project Management	600
<b>Digital Finance Transformation</b>		
4.	Digital Money & Financial Technology	600
5.	Digital Banking & Financial Technology	600
6.	Digital Banking & Digital Customer	380
7.	Technology Innovation in Banking	380
8.	Crypto-Currencies in Banking	380
9.	Regulatory Technology in Banking	380
<b>Entrepreneurship &amp; Innovation</b>		
10.	Innovation Management & Strategy	600
11.	Sustainable Innovative Entrepreneurship & Globalization	600
12.	Strategic Innovation & Technology Audit	600
13.	IP, Technology Transfer & Licensing	600
14.	Export Marketing	600
15.	Intellectual Robotics & Artificial Intelligence	600

**Tuition fee** includes all course materials and study materials. Tuition fee does not include housing, food and living expenses.

### Corporate Discounts

10% discount for multiple participants (3 or more) from one organization

## **CANCELLATION POLICY**

### **By EXINN Technology Center:**

EXINN reserves the right to postpone or cancel the program in case the number of participants does not meet EXINN requirements for minimum number of participants. Any payment made to EXINN for tuition fee, will be refunded. In the case of postponement or cancellation of the program, EXINN will inform the enrolled candidates at least six weeks before the planned start of the program.

### **By the participant:**

If an admitted participant decides against participation, she/he or, if applicable, the sponsor is liable for the following cancellation costs:

- 25% of the tuition fee if cancellation is between eight to seven weeks before the start of the program.
- 50% of the tuition fee if cancellation is between six to four weeks before the start of the program.
- 75% of the tuition fee if cancellation is within four weeks of the start of the program.
- In case cancellation is done after the program has started no money will be refunded.
- No cancellation charges are incurred if the enrolled candidate or the client, with written consent of EXINN, will be replaced by another candidate before the start of the course. Refunded tuition fees will only be reimbursed to the sponsoring party and cannot be forwarded or redeemed by any other party.