

Soldiner Kiez workshop Berlin

9 – 13 March 2010

Entrepreneurs developing personal  
strategies in times of globalisation

# Soldiner Kiez workshop location



# Vision

- To explore different ways of dealing with entrepreneurship in times of globalisation, taking into account local circumstances
- To learn about local issues in Soldiner Kiez
- To share experience and best practice and learn from each other

# What we have experienced

- Presentations from entrepreneurs and artists giving us the local perspective
- Presentations from workshop participants sharing experiences included
  - running a business
  - working with the community
  - working for a business support organisation
  - working as a free-lancer
  - promoting EU projects
- Visits to local entrepreneurs and people engaged in the local community
- The history and culture of Berlin and the ways of living and working in the city and the local community

# Visiting the local BBK art workshop open to artists from around the world



# What we have learned

- Cultural diversity
  - Communication skills – language, tolerance, listening, open mind
  - Skills in intercultural management
  - Possibilities of going native
  - Exchange of information and ideas
  - Inter-cultural socialising

# What we have learned

- Business and area development
  - Networking – local, national and international
  - Social local environment
  - The need to become an entrepreneur
  - Traditional and alternative sources of funding
  - The need to have a clear objective
  - How to deal with financial crisis
  - Comparing business conditions in European cultures including ethnic communities

# What we have learned

- Organisation and management
  - How to organise an EU workshop:
    - Structure
    - Focus
    - Specific goals
    - Results
  - How to motivate people , participate and be active



# What has been useful to us

- Personal contacts
- Support to each other
- New ideas
- Networking
- Working with different partners
- Respect each other's culture
- Learning from different perspectives
- Exchange experiences
- Lifelong learning
- Improved communication
- To work as an international team
- To be open-minded

# Networking and working with each other



# Barriers to overcome and lessons learned

- Language
- Lack of structure
- Limited funding
- Cultural differences
- Fear to realise good ideas
- Managing emotions in order to achieve the goal
- To understand people's expectations
- To be open to constructive criticism
- To place a local matter in a global context
- Lack of attention to different cultural needs
- Different philosophical ideology and approach to solutions
- Lack of smart and fast-acting government
- Personal mental barriers

# Learning from a successful local player acting globally



Thank you for your attention.

Any questions?