Young export leader’s program

“WINGS”
(SPARNAI)
Issues

- Lack of competent professionals in regions
- Youth emigration
- Lack of export knowledge
Challenges

To identify young people career opportunities in small and medium enterprises (SME) in regions.

To develop future export leaders in Lithuania to increase country’s competitiveness in the long run.
16 - participants
118 – candidates applied
24 – average age
30% - returned from studies abroad
Competence requirements for Export leader

- Business mindedness and conceptual thinking
- Planning & execution
- Communication

- Initiative
- Cooperation & teamwork
- Leadership
Export development program

- Project management
- International Marketing, Sales and Negotiations
- Cultural differences in business
- Trade missions and exhibitions
- Presentation skills / pitch
- Performance optimization and efficiency
- The company's export potential audit
- Selection and market analysis for product export
- Innovation and creativity
“Enterprise Lithuania” mentors

Justas

Rasa

Simona

Donata

Andrius

Rimantė

Darius

Mantas

Giedrė
Experience process

Enterprise Lithuania
2013 2nd semester

Company 1
2014 1st semester

Company 2
2014 2nd semester

Company 3
2015 1st semester
Growing interest from SME’s enterprises

- Applied for the 1st rotation: 63 companies
- For the 2nd rotation: 70 companies
- Total: 133 companies

Different regions: 48 companies
Result after 6 months

- 80% realized the need for performance management systems
- Highlighted awareness of the need for greater professionalism in entering new markets
- 80% recognized the need to recruit young people
About Enterprise Lithuania

Established on the 5th of October, 2009

Over 70 professional employees, 16 of them employed under „Sparnai“ program

Focus on two major areas:
• Supporting the establishment and development of new businesses in Lithuania;
• Fostering Lithuania’s exports.

In 2013 exports of our clients grew by 12.4 per cent faster compared to the Lithuanian average market exports growth.
Thank you for your attention