



**Learning
unlimited.**



**The New Finnish University from the
beginning 2017**

**South-Eastern Finland
University of Applied
Sciences**

Learning unlimited.

Anne Gustafsson-Pesonen, Small Business Center

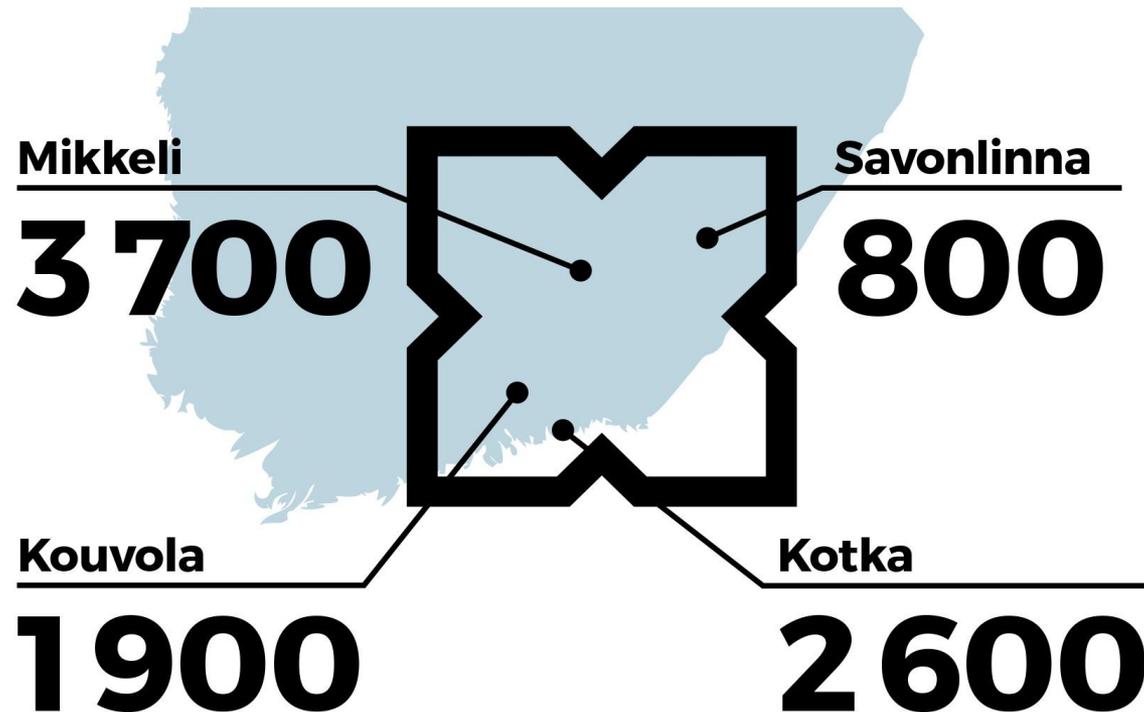
Xamk is the 5th largest UAS in Finland

- 9,000 students
- 750 employees
- 1,700 graduates per year
- 60 (approximately) Bachelor's programmes
- 22 Master's programmes
- 4 campuses; Mikkeli – Savonlinna – Kotka – Kouvola
- Offices in Helsinki and St.Petersburg
- 350 partner institutions around the world
- Region of operations: Southern Savonia and Kymenlaakso
- Second largest UAS in Finland in terms of budget; annual turnover EUR 70 million
- **Number 1 in RDI activities**
- Versatile services

Vision 2020

**Xamk is a pioneer in
digital learning,
entrepreneurship and
Russian co-operation.**

Students on campuses





International affairs at Xamk

- International activities promote students' ability to work in international and multicultural environments.
- We receive approximately 600 international students each year, representing over 20 countries.
- Students can study a whole degree or parts of them in English.
- Eight degree programmes are taught fully in English.
- Xamk's international networks provide access to studies and work placements abroad
- Xamk has approximately 350 partner schools.

RDI strategy

DIGITAL ECONOMY



- > Digital information management
- > Electronic storage and archiving
- > Cyber safety and data centres
- > Gamification and service design

FOREST, THE ENVIRONMENT AND ENERGY



- > Fibre processes
- > Environmental safety
- > Renewable energy sources and energy efficiency
- > Forestry and timber construction
- > Material technology

SUSTAINABLE WELL-BEING



- > Promotion of health and well-being
- > The young, inclusion and prevention of social exclusion
- > Hospitality and tourism services
- > Welfare technologies

LOGISTICS AND MARINE TECHNOLOGY & TRANSPORT



- > Maritime risk management and control systems
- > Maritime, port, city, railway and supply logistics
- > Transport corridors and chains
- > Logistics services

Digitality

Product development, testing and prototyping

Transfer and commercialisation of expertise

Regionally reformative interaction

Co-operation with Russia

Service units in RDI

- KymiLabs – testing of concrete, emission measurement, CE marking
- NELI – professional expert services in logistics
- Juvenia – youth research and development centre
- FiberLaboratory – biotechnology innovation centre
- 3K-Factory of Electronics – training, development and manufacturing services in electronics
- Mikpolis – material and manufacturing technique testing and research services
- **Small Business Center – wide-ranging promotion of entrepreneurship**
- Tailored training and expert services
- Career and recruitment services
- Restaurants
 - Talli
 - DeXi
 - Kasarmina
 - Junnu
 - Paja
- Darcmedia – archiving, digitising and media production services
- Xamk's subsidiary **Disec Oy**
 - information system services for social services and health care



Tunne huominen - All for the future.

Entrepreneurship and SME development Small Business Center

Anne Gustafsson-Pesonen, Director

SMALL BUSINESS CENTER

– over 36 years experience –

Unit in XAMK RDI

- New Entrepreneurship Creation, Innovations, SME Development and growth, New job, Business co-operation
- Helsinki, Espoo and Mikkeli (since 1980)
- St. Petersburg (since 1993) and Tallinn

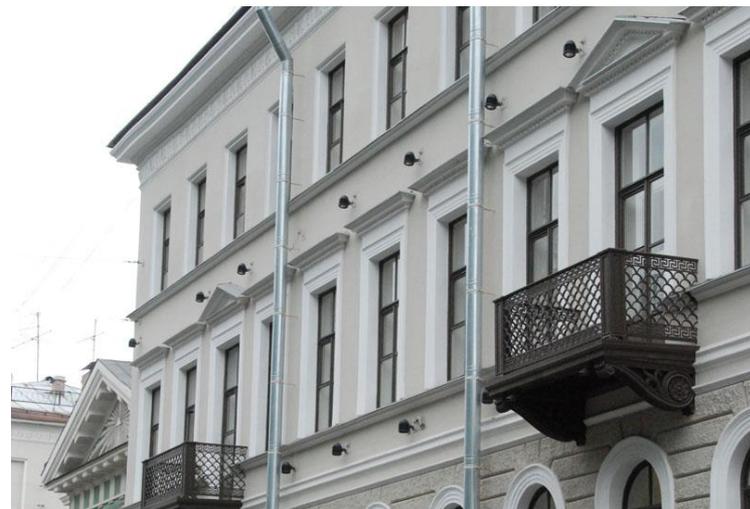
One of the largest University entrepreneurship service centers in Europe
Moved from Aalto to XAMK 1.5.2016

Specialized in:

1. Entrepreneurship Education both regional and international development
2. Incubation / Accelerating / Protomo and YES
3. Entrepreneurship research and development project

RUSSIA-BALTIC OPERATIONS / BALTIC SEA STRATEGY

- **Office in St. Petersburg** since year 1993 and now from 1.5.2010 in **the House of Finland, Helsinki center** in St. Petersburg
- Competencies in Doing Business in Russia for Finnish companies **Export Assistant Program** since 1993 more than 500 educated assistant for Fin-Rus Companies
- Programs in Academic Entrepreneurship, in Entrepreneurship Education, in incubation and in international business together with Russian Universities
- Tailor made programs and research in Fin-Rus business
- Tacis, ENPI and now ENI
- **Office in Tallinn** (Tehnopol –Science Park cooperation)
- Cooperation with incubators and programs of academic entrepreneurship around the Baltic Sea (Estonia, Latvia, Lithuania, Sweden, Denmark, Germany, Poland)
- EU Programmes, Interreg, Cooperation with ministries since 1995



Entrepreneurship development

Small Business Center activities

- ❑ Developing and Training programs for potential entrepreneurs and Start Ups – outcome new established Start Up companies
- ❑ Protomo and DraiviDiili services for potential new staff or entrepreneurs
- ❑ New business and innovation services both public and private sector – new Start Up companies under acceleration center - new jobs
- ❑ Competence Development Programs for entrepreneurs and SME managers / public sector managers
- ❑ Entrepreneurship research



Sectors – Services = Research topics

- Entrepreneurship Pedagogy
- Innovation Pedagogy
- Product development
- Entrepreneurship promotion
- Employment opportunities

Entrepreneurship -
Regions and SME
competencies

Entrepreneurship in Fin-
Rus and Baltic Sea

Entrepreneurship into sectors

- + Social Entrepreneurship
- + Organic Food
- + Bio Energy
- + Sustainable development
- + Creative sector development
- + Age management and
entrepreneurship
- + Growth entrepreneurship

1) Entrepreneurship Development Services
Acceleration / Innovation Lab

2) Project Based Development Solutions and learning
together students and SMEs

3) R & D & Innovation Services and Research





Tunne huominen - All for the future.

Entrepreneurship education and SME programs

SMALL BUSINESS CENTER
Exampless

ENTREPRENEURSHIP EDUCATION and START UP PROGRAMS

- Academic entrepreneur degree (24 cp)
 - **SBC together with education**
- Business Start Ups – Young Business Academy
 - **PhD Entrepreneur**
 - **Start It Up – E -learning (finnish/english)**
 - **Draivi Diili and EntreMill for graduates (Business or Job)**
 - **PROTOMO: a development community for starting businesses in which everything is possible.**
- Global Entrepreneurship Week + Start Up Cafe + Business Mentors + Seniors support for students
- Entrepreneurship programs for companies
- Programs for Educators / Teaching personnel
 - Entrepreneurial Garden, web based EE program for teacher
 - YES network and services: Concrete entrepreneurship education services from the pre-primary level up to higher education

SME development programs - topics

- DigiJoko – Management and business productivity
- Leadership programs
- Sales Management – Key Account programs
- Work wellfare and productivity
- Development manager
- Service leading program
- Logistics program
- Controller program
- Project management
- Creative industries program
- **Internationalisation: Russia – Baltic Sea Region – China and Egypt**





Tunne huominen - All for the future.

Anne Gustafsson-Pesonen
XAMK - Small Business Center -
anne.gustafsson-pesonen@mamk.fi
www.xamk.fi
www.xamk.fi/smallbusinesscenter