



Call for participants

Terms of reference

TEBD II Chamber Academy in the EU

Call for candidates (event participants)

TEBD II Chamber Academy in the EU - Participants from EU and Turkish chambers

1. Background information

1.1. Background information about Eurochambres

Eurochambres is the Association of European Chambers of Commerce and Industry, a nonprofit international organisation headquartered in Brussels, Belgium (www.eurochambres.eu). Established in 1958 as a direct response to the creation of the European Economic Community. Eurochambres acts as the eyes, ears and voice of the Chambers and business community.

Eurochambres represents more than 20 million businesses through its members and a network of 1700 regional and local chambers across Europe. Eurochambres is the leading voice for the broad business community at EU level, building on chambers' strong connections with the grass roots economy and their hands-on support to entrepreneurs. Chambers' member businesses – over 93% of which are SMEs – employ over 120 million people.

1.2. Background Information on The Türkiye-EU Business Dialogue II (TEBD II) Project

The “[Türkiye-EU Business Dialogue II](#)” (hereinafter referred as TEBD II Project) is an EU-funded project implemented by Eurochambres on behalf of the Delegation of the European Union to Türkiye.

TEBD II was designed to enhance mutual understanding and collaboration between Turkish chambers of commerce and their European counterparts. The project aims to facilitate the integration of Turkish and EU business communities, fostering stronger economic ties between Türkiye and the European Union. Furthermore, TEBD II helps to raise awareness of both the opportunities and challenges related to Türkiye's potential EU accession.

The project will run over 36 months, from October 2024 to October 2027, and will include a wide range of collaborative activities. These will feature high-level business dialogues, SME surveys, joint workshops between Turkish and EU chambers, and efforts aimed at capacity building, such as study visits, Chamber Academies, and Support Programmes focused on energy efficiency, sustainable growth, and aligning with EU Acquis. These activities will help enhance the capabilities of both Turkish and European chambers.

2. Activity: TEBD II Chamber Academy in the EU

The TEBD II Chamber Academy in the EU (further referred as the “EU Academy”) is set to take place on **15-19 September 2025** in [Ravenna, Italy](#).

The EU Academy will host **approximately 40 executives from Chambers of Commerce and Industry and/or Commodity Exchanges from Türkiye (around 20) and Europe (around 20)**. The participants shall be selected by the TEBD II project team on the basis of the applications received through this Call for participants.

The purpose of the EU Academy is to provide participants with opportunities to enhance their management competencies; strengthen their strategic planning skills; promote innovative services to be offered to chambers' members; benefit from the networking activities.

To achieve these objectives, a series of management training courses will be delivered (a minimum of 8, a maximum of 9 training courses - N.B. the final number of courses will determine the number of course leaders that will be selected), with a combination of core and optional courses. Such courses will be delivered by the trainers (course leaders) to the 40 participants. The programme will have a strong emphasis on a peer-to peer learning supplemented by additional social activities and networking events to complete the EU Academy's programme.

In terms of thematic area, the programme of the EU Academy will focus on **internationalisation support services for SMEs** as a driver for promoting economic growth between Europe and Türkiye, with a focus on chambers' best practices in this field. The academy will aim at providing chamber executives with actionable insights and practical tools to enhance the internationalisation strategies.

The themes for the courses will be drawn from the below macro-areas (indicative, but not limited to these):

- **International market entry strategies**, strategic approach to SME internationalisation in emerging markets (including best practices/case studies/success stories of SMEs to enter and expand in new international markets);
- **Digital transformation for global competitiveness**, including how to leverage digital tools and e-commerce platforms to enhance SME international presence, strategies for integrating digital marketing and online sales channels, the use of Artificial Intelligence for SME internationalisation;
- The role of chambers in leveraging trade agreements and/or policy frameworks, international trade dispute resolution;
- Access to international finance and funding opportunities, public procurement opportunities and strategies;
- Collaborative internationalization and growth, sustainable internationalisation, innovation and technology transfer.

Please find below an **indicative programme**, which is subject to change (N.B. timeslots and agenda items are purely indicative). A final programme will be sent to selected participants at a later stage.

	Day 1 15 Sept. 2025	Day 2 16 Sept. 2025	Day 3 17 Sept. 2025	Day 4 18 Sept. 2025	Day 5 19 Sept. 2025
9.00 - 10.30		Introduction and Welcoming (by TEBD II Team and Chamber of Commerce of Ravenna Representative / local authorities)	Core Course 3 How to Foster Digital Transition for SMEs' Global Competitiveness	Parallel Optional Courses 1) Sustainable Internationalisation 2) Strategic Approach to SME Internationalisation in Emerging Markets	
10.30 - 11.00		coffee break	coffee break	coffee break	
11.00 - 12.30	Arrival of the delegation	Core Course 1 Internationalisation Support Services: How to Make SMEs' Growing Abroad	Core Course3 How to Foster Digital Transition for SMEs' Global Competitiveness Focus on best practices on digital export services	Parallel Optional Courses 3) Public Procurement Opportunities and Strategies 4) International Trade Dispute Resolution	Departure of the delegation
12.30 - 13.30		lunch	lunch	lunch	

13.30 - 15.00		Core Course 1 Internationalisation Support Services Focus on best practices on collaborative models of Internationalization	Core Course 4 Using Artificial Intelligence to Support SMEs' Internationalisation:	Workshop Session for exchanging experiences and evaluation	
15.00 - 15.30		coffee break	Excursion	coffee break	
15.30 - 17.00		Core Course 2 Role of the Chambers in Leveraging Trade Agreements and Policy Frameworks to Boost Internationalisation		Closing Session by TEBD II Team	
17.00 - 19.00				Final Networking Cocktail with local business community / Dinner	
evening	Welcome Cocktail & Dinner	Dinner	Dinner		

3. Participation requirements

Around 40 participants in the EU Academy (around 20 executives from Turkish chambers and around 20 executives from EU chambers) that are sought to be recruited under this call for participants to start joining the EU Academy (15-19 September in Ravenna, Italy) shall meet the following requirements.

Compulsory requirements:

- Degree of Higher Education (preferably in Business Administration, Economics, or equivalent);
- Being an executive of an EU-based or Turkish chamber (i.e. depending on the size of the chamber: President, Vice-President, Secretary-General, Deputy Secretary-General, Head of Department, Director, Senior Project Manager, or any other equivalent management positions);
- Being a full-time employee of the chamber for at least the past 12 months;
- A minimum experience of 3 years in providing support to SMEs part of their chamber's membership, including in the field of internationalisation services;
- Sound experience and strong interest in the proposed focus area of the EU Academy (internationalisation services for SMEs, see section 2), including good understanding of challenges for chambers in developing internationalisation services for their members;
- Strong interest in meeting and exchanging best practices and know-how with counterparts from other chambers;
- Professional working proficiency in written and spoken English (minimum level).

Preferable requirements:

- Full professional proficiency in written and spoken English (not requiring interpretation during the training sessions);
- For participants from Turkish chambers: having a VISA exemption for the EU country identified for the Academy (Italy) or benefiting from a fast-track application process for this country.

4. Role as EU Academy participants (EU and Turkish chamber executives)

Participants commit to perform the following:

- Attending the in-person training (15-19 September in Ravenna, Italy), including all training courses, social activities and networking events.
- Filling in the evaluation survey about the EU Academy.
- Providing the TEBD II team with any good practice or success story of collaboration between EU and Turkish chambers deriving from the networking occurred in the framework of the Academy.

5. Timeline of the activity

For the Chamber Academy in the EU, the tentative timeline outlined below shall be followed:

Step/milestone	Tentative date (completion)
Selection & announcement of course leaders / trainers	Mid-July 2025
Selection & announcement of participants	18 July 2025
Selected Turkish participants should apply for VISA	Mid-July 2025
Finalisation of training programme (courses selection, etc.)	Mid-July 2025
Finalisation of logistic arrangements (Flights, transfers, meals, social & networking activities, Info Pack for participants)	25 August 2025
EU Academy	15-19 September 2025
Follow-up (including satisfaction surveys and reporting, administrative follow-up)	Mid-October 2025

6. Financial information

All logistic aspects and costs concerning the travel of the participants (travel, accommodation and subsistence) necessary for the in-person attendance at the EU-Academy (15-19 September in Ravenna, Italy) will be covered by Eurochambres.

Eurochambres will cover such costs via a service provider contracted for organisational & logistic services for the EU Academy (tasked to arrange travel, accommodation, on-site catering, local transfers for participants, and for course leaders, as well as to provide selected participants with the Info Pack and other support / guidelines ahead of the event).

For Turkish participants: selected participants will be responsible for the VISA application process (if needed); related costs can be refunded by Eurochambres.

7. How to apply

If you are interested in participating as EU or Turkish chamber executive in the TEBD II EU Academy, please complete the **online application form (via the hyperlink included in the email circulating this Call for participants)** by **9 July 2025, 23:59 CEST**, at the latest.

Participants will be selected based on their responses in the application form, and the criteria mentioned above (see section 3). The Evaluation Committee will, to the extent possible, ensure gender equality and geographic diversity in its selection process, among participants from EU and Turkish chambers. Applicants will be notified by **18 July 2025 5pm CEST** (indicative) and receive an official confirmation email (notifying selection or non-selection; N.B. non-selected participants will be included in a reserve list, from which Eurochambres / TEBD II team will draw in case of withdrawn of any selected participants).

For any questions, please contact the TEBD II Project Officer - Capacity Building Expert at tebd2@eurochambres.eu or tel. +32 2 282 08 75.

Selected participants are required to mandatorily attend all the training sessions as indicated above and complete all related activities (when applicable), moreover, to provide the supporting documents to the TEBD II team for any expense claim. In case the selected participant does not fulfill any of the mentioned responsibilities, his/her costs won't be covered and would need to be reimbursed if already paid. Further, he/she won't be able to participate in any other TEBD II project activity.