

## **Study-Week 2023**

May 1, 8 p.m. to May 6, 5 p.m.

# **Program**

Dear students

You are about to contribute to the further development of nine start-ups / SMEs from North Macedonia. The tasks are challenging - and the whole environment hopefully enables solid results for all involved.

Today, more than ever, agility is one of the core competencies to be applied. This is evident in both the preparation and implementation of the plans and proposals in favour of the start-ups / SMEs.

We wish you a good success!

Sincerely,  
your study-week team



---

## Management Team / Coaches and Experts / Partners

Head  
Prof. Dr. René Zeier  
*Entrepreneurship*



+41 79 770 10 00  
rene.zeier@hslu.ch

Prof. Dr. Anina Hille  
*Financials*



+41 76 431 80 88  
anina.hille@hslu.ch

Seraina Mohr  
*Social Media*



+41 79 244 20 02  
seraina.mohr@hslu.ch

RA Isabelle Oehri  
*Legal Affairs*



+41 79 203 33 38  
isabelle.oehri@hslu.ch

Prof. Dr. Sebastian Huber  
*Consumer / Luxury Goods*



+41 76 566 02 14  
sebastian.huber@hslu.ch

Accommodation of the coaches:  
Hotel Urbanista  
Str. Vasil Glavinov 16, 2000 Stip  
T +389 71 210 452

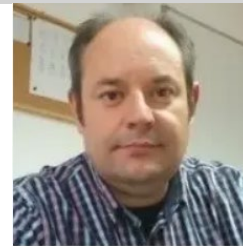
## Project Team University “Goce Delchev” of Stip and Ceed Hub Macedonia / Skopje

Prof. Ph.D. Saso Koceski  
*Dean*



+389 75 204 847  
saso.koceski@ugd.edu.mk

Gjorgi Kushevski  
*Director Ceed Hub*



+389 76 360 107  
gkusevski@ceed-macedonia.org

---

## Program Overview

### Monday

- Individual arrival and transfer to Stip
- 20:00 h: Opening of the study-week at the restaurant / hotel Urbanista in Stip; check-in, alignment, apero riche – for Swiss students

### Tuesday

- Individual breakfast
- 10:00 h: Official opening of the study-week at the faculty of law; Dean, Mayor of Stip, Rector, Swiss Ambassador, start-ups / SMEs, local professors, Swiss students, coaches; after the opening: group introduction, group work, coaching, field research etc.; individual lunch, group-work until 17:00 h
- 18:30 h: Intercultural group-to-group dinner - invitation by each start-up group from Macedonia
- 18:30 h: Intercultural professor-to-professor dinner

### Wednesday

- Individual breakfast
- 09:30 h: Key-note speech by Prof. Tamara Jovanov Apasieva about the art of crafting entrepreneurs; group-work, coaching, field research etc.; individual lunch, group-work until 17:00 h; individual dinner / evening

### Thursday

- Individual breakfast
- 09:30 h: Key-note speech by Blagoj Kjupev, an innovations leader in the IT Labs company from Skopje (tbc); group-work, coaching, field research etc.; individual lunch, group-work until 17:00 h;
- 18:30 h: Intercultural mid-week event / dinner at the “Local kitchen & bar” with the start-ups / SMEs, local professors, Swiss students, coaches etc.

### Friday

- Individual breakfast
- 09:30 h: Key-note speech by Jakob Modéer, Western Balkans Program Manager (Albania, Bosnia & Herzegovina, Kosovo, North Macedonia, Serbia); Swiss Entrepreneurship Program (Swiss EP); group-work, coaching, preparation of final presentations; individual lunch, group-work until 15:30 h
- 16:00 h: Departure by bus to a woodcarver atelier and then to the Tikves Winery, including dinner; back in Stip at 22:00 h - for Swiss students

### Saturday

- Individual breakfast
  - 09:00 h: Guided tours in two groups for Swiss students – each working group splits up in two groups;  
Group 1: visiting the Juruk community and discover their everyday life;  
Group 2: visiting the Modena textile factory as well as the oldest pastrmajlija place;  
back in Stip at 12:00 h
  - Individual lunch
  - 12:30 h: Deadline for handing in the ppt-charts and the summary
  - 13:30 h: Final presentations of developed plans in two groups / two rooms; approx. 16:30 h: official closing of the study-week
  - Individual departure
-

---

## Specifics about the Program

There are a number of web-links on the following pages. We recommend looking at those before the study-week starts. The participation in all the program points on-site is mandatory.

Here are some general insights about the city [Stip](#), the [University](#) and its name “[Goce Delchev](#)”.

### Monday, May 1

- 15:00 – 20:00 h: Arrival of students / coaches at their accommodation – individual check-in
  - 20:00 – 21:00 h: Welcome to the study-week at the [hotel Urbanista](#) – restaurant – Swiss students  
- Get-together, alignment on-site, apero riche
- 

### Tuesday, May 2

- 09:50 h: Individual arrival in the building at the University “Goce Delchev”, [faculty of law](#) in Stip, first floor on the left; Krste Misirkov 10-A, Shtip 2000; entrance:



- 10:00 – 11:00 h: Official opening of the study-week:
    - Welcome by the Dean, Prof. Ph.D. Saso Koceski
    - Welcome by the Mayor of Stip, Ivan Jordanov
    - Welcome by the Rector of the University of Stip, Prof. Dejan Mirakovski
    - Welcome by the Swiss Ambassador in North Macedonia, Véronique Hulmann Marti
    - Welcome and program outline by the head of the study-week, Prof. Dr. René Zeier
  - 11:00 – 17:00 h: Group introduction on-site, group-work, coaching, field research etc. at the faculty of law, ground floor; individual lunch
  - 18:30 h: Intercultural group-to-group dinner - invitation by each start-up group from Macedonia; Intercultural professor-to-professor dinner at the “Local kitchen & bar”, Tosho Arsov 55
- 

### Wednesday, May 3

- 09:30 – 10:00 h: Key-note by [Prof. Tamara Jovanov Apasieva](#) about  
THE ART OF CRAFTING ENTREPRENEURS: INTENTIONS, COMPETENCES AND  
GENDER IN ENTREPRENEURSHIP;  
faculty of law, ground floor
  - 10:00 – 17:00 h: Group-work, coaching, field research etc. at the faculty of law; individual lunch;  
individual dinner / evening
-

### Thursday, May 4

- 09:30 – 10:00 h: Key-note by [Blagoj Kjupev](#), an innovations leader in the IT Labs company from Skopje, to be confirmed; faculty of law, ground floor
- 10:00 – 17:00 h: Group-work, coaching, field research etc. at the faculty of law; individual lunch
- 18:30 h: Intercultural mid-week event / dinner at the “[Local kitchen & bar](#)” with the start-ups / SMEs, local professors, Swiss students, coaches etc.

### Friday, May 5

- 09:30 – 10:00 h: Key-note by [Jakob Modéer](#), Western Balkans Program Manager (Albania, Bosnia & Herzegovina, Kosovo, North Macedonia, Serbia); Swiss Entrepreneurship Program
- 10:00 – 15:30 h: Group-work, coaching, field research etc. at the faculty of law; individual lunch
- 16:00 h: Departure by bus in front of the hotel Urbanista to a woodcarver atelier and then to the Tikves Winery, including dinner:  
  
 Leave by bus towards Kavadarci and visit a private atelier of a passionate family-owned woodcarver company that will give you an insight into their experience and traditional life (first short stop). Continue to the [Tikveš Winery](#) which was founded in 1885 in a region with centuries-old winemaking tradition, blessed with perfect natural conditions, warm and passionate people and a lively, authentic culture. We will eat there.  
  
 Back in Stip at approx. 22:00 h - for Swiss students

### Saturday, May 6

- 09:00 – 12:00 h: Guided tours in two groups for Swiss students – each working group splits up in two groups in order to enrich the experience within the group.  
  
 Group 1: Visiting the [Juruk community](#) and discover their everyday life as well as the micro-brewery “Star Konak”  
 Group 2: Visiting the [Modena textile factory](#) as well as the oldest pastrmajlija place “Necko”
- Individual lunch
- 12:30 h: Deadline for handing in the ppt-charts for the presentation and the summary
- 13:30 h: Final presentations of developed plans in two groups / two rooms at the faculty of law:  
  
 Room 1, first floor, where the opening took place:  
 Agrofila, CAMP, Sygnius, AI Justice (group 1 and 2)  
 coaches Seraina Mohr and Isabelle Oehri  
  
 Room 2, ground floor  
 IP Home, Uretani, Winery Kievo, Simonium Travel, Watch Club;  
 coaches Anina Hille and Sebastian Huber
- 16:30 h (approx.): Short official closing of the study-week – Room 2, ground floor - individual departure