

November 2011

Marketing Assistance Ltd wins contract in Croatia

It is ironic that in the same month that Business Links almost ceases to exist in the UK that Marketing Assistance Ltd has won a contract to train the equivalent of Business Link in Croatia.

In a project pithily entitled 'Capacity Building of Business Service Professionals and Business Support Institutions' – fortunately shortened to CABBS – we will be training 50 business advisors in Zagreb and Osijek during November and January 2011/2. The training covers all aspects of marketing and will take place over a total of eight days.

All the advisors have received formal education in marketing but are having difficulty putting the theory into practise. With over 20 years experience of marketing consultancy in the UK and other countries Marketing Assistance was able to win the contract against competition from all over Europe.

The company will be using a wide range of techniques to help the advisors in Croatia. It includes using a case study approach which lasts the duration of the course so the participants can have hands-on experience of a real life marketing problems and how to solve them.

“The challenge of adapting the course material we use in the UK has been fascinating”, says Kevin Norman who is leading this project. “Whilst the overall concepts are the same as in the UK, we have had to adapt for the different business environment in Croatia and to respect its recent history”.