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In Touch

The SEPneT Newsletter

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Greetings from SEPT >> Letter from the Alumni Coordinator

I am delighted to serve as the new Alumni and SEPneT coordinator since I became a SEPT Master's Alumnus in 2008. Only after being part of the team, I realized that the very small SEPT Program which most of the Alumni knew is rather difficult to recognize now. It has grown.

Throughout the last few years, SEPT has been targeting new markets, establishing new branches, founding new projects and developing new solutions for the market in Germany and abroad.

Yet this growth did not change the nature of SEPT; its commitment to the progress of developing and transitional economies was strengthened and new diversified products match not only more needs, but also more suitably to specific local environments.

Besides continuing to bring young professionals from all over the world to Germany for the international master's program, we are deploying enlarged quantities of resources in 2 new continents under different cooperation schemes and involving an increasing number of Alumni.

From a personal perspective, the experience that we had during our master studies has modified our lives; we went back to our countries or somewhere else carrying increased capabilities, a different mindset and new hopes. The time SEPT and you have shared may seem to be gone, but we are looking forward to revitalizing our bond and going even further. We want you, our natural ally, to become a partner and to enjoy and profit together from the new opportunities. Please, let's keep in touch!

With warm regards,

J. Alfredo Suvelza G.
SEPneT Coordinator



What's new in SEPT? >> Intelligence for innovation

This new product is a package of solutions for innovation management and its related needs. The scope of this flexible offer is set to deliver training, coaching and consulting services to enterprises, SMEs and large firms in developing and transitional economies, development agencies and organizations whether governmental or private, institutions of education and research, associative structures and national and international cooperation schemes.

Firms are typically prone to demand solutions that deliver knowledge, tools and advice for specific projects, aiming to upgrade or develop new products, services and processes.



The other types of customers and partners have, in turn, requirements related rather to technology transfer schemes, national or regional R+D and innovation systems, cooperation practices, value chains upgrading and supplementary issues closely linked to their institutional roles.

In4in is derived from the success of numerous training courses, consultancy and coaching deliveries performed in Latin America and East Asia within the last few years. The human resources are members of SEPneT who had kept in touch and were active in the demanded knowledge areas.

At present, the standard components of the required resources are available in English and Spanish. Specific resources that must be tailor-made are developed or adjusted in the respective language, on demand. In the second week of October, www.in4in.net will be launched in Spanish, due to the current requests coming from South and Central America and an English version of the Site will be available in the first week of November.



As you can imagine, in4in reveals that there is a need for reliable operating partners to strengthen the team as trainer, consultant or coach in different countries where demand rises.

Moreover, we are offering our Alumni the possibility of arranging new projects by identifying potential clients and partners, realizing market niches and connecting interests of stakeholders to the offer of in4in.

We invite you to start planning our next joint business.

What's new in SEPT? >> New services for Alumni

...and how many publications do you have?

Once in the postgraduate professional life, it is not easy to publish something unless you work for a university or institute. Those who own or work for a firm and other kinds of organizations are far from having a reasonable and accessible opportunity to publish. The opportunities to publish inevitably diminish after leaving the university and the academia.

Many SEPT-Alumni would like to have a publication for different reasons: some would like to strengthen their CVs; some may be looking forward to have something published as a personal goal; some Alumni are carrying on some kind of research or analysis in their current jobs and would like to share this knowledge.

SEPT offers the possibility to publish your work, if it satisfies a few conditions. It could be a working-paper or an article which discusses your topic with a theoretical approach and, if possible, empirical support. It must suit the conventions of scientific writing. First, contact us and send us a concise description of the topic you want to write about. This is then evaluated by a panel of researchers at SEPT.



“The opportunities to publish inevitably diminish after leaving the university and the academia.”

Second, if the topic is approved, you can begin writing. Once finished, the board of researchers and the respective SEPT professors will rigorously evaluate the document and decide if it makes it to the next phase. If it does, it is to be perfected: the SEPT team will make observations, comments and suggestions until the paper fits the scientific quality requirements.

Third, a native English speaker will check and correct the document in order to ensure impeccable language and grammar.

Fourth, a payment is required to cover the ISBN costs, theoretical revision, formatting, printing of two units (more units can be printed upon request), and delivery of your paper to your country. The cost of publication varies according to the paper's length and the time it takes to read and correct it.

Fifth, we deal with the bureaucracy and the rest.

Last but not least, you receive your publication.

If you are interested in publishing, please write us and tell us about your topic and the type of document that you would like to publish.

What's new in SEPT? >> New services for Alumni

SEPT goes e-popular

As a rule, SEPT-Alumni are working all day long in time consuming positions. After leaving the office, they go home to take care of their families. Others are trying to get some time in their agendas so they can keep the pace of a busy single. The truth is that most of us find some minutes during the week to see what is going on with our family, close friends and acquaintances, and we normally do it online, especially for our buddies and relatives who are living abroad.

Apart from being juicy businesses, some Internet based networks and communities such as Facebook, MySpace and the like have become a useful social tool. They allow not only a quick view of the *news* in our social panorama, but also the possibility of sending a short greeting or an opportune comment instead of writing a long e-mail or making a call –which we normally procrastinate in making due to lack of time.

Probably the most interesting feature of these platforms is the network structure. You can track people and reestablish communication with friends and relatives whose current contact information is somehow unknown; SEPT wants to connect with you.

We will start this new service with the most popular networks and then expand to those which are suggested by the Alumni. Keeping in touch with alumni spread all over the world is certainly not easy, but using e-tools, in which most of us already have an account, seems to be a wise solution so we can have our database up-to-date and to enable direct contact between Alumni from different intakes. In addition, we would like to know when a child is born, when you changed your marital status or when you get a new job.

Please accept us as a contact as soon as you get our invitation. If you are using another e-mail account for Internet based social activities, please write to suvelza@uni-leipzig.de and let us know the correct e-mail address and a new invitation will be sent.



What's new in SEPT? >> Projects Report

Project proposal to the Asian Pacific Economic Cooperation – APEC:

Capability development for Market-Oriented Innovation Management in SMEs of APEC member economies

As you may imagine, SEPT-Alumni are involved. A team headed by the Director of SEPT, Jprof. Dr. Utz Dornberger, and other graduates from SEPT developed the proposal which already passed the first evaluation by the APEC member economies; it ranked first among seven proposals. The project overseer, Ms. Nguyen Huong Tra, belongs to the first graduate intake of the MBA program in Hanoi, Vietnam, an APEC member country. If things continue on the current course, in February 2010 the first part of the project will begin by carrying out a study on SME's innovation management practices in different developing APEC-member economies. In the second semester, the project will seek agreements and decisions in favor of increasing offered training and consultancy services in the innovation management fields during the coming years in those countries; that is a matter that concerns SEPT and SEPneT.



The **Service Innovation Lab (SIL)** is a BMVBS funded project of the International SEPT-Program of the University of Leipzig. The

goal of SIL is to provide support, transfer technology-based knowledge and service concepts developed at the University of Leipzig to private companies, Leipzig-area university spin-offs, or the universities themselves

Furthermore, disseminating service engineering concepts as a scientific discipline into practice is an essential part of the efforts by SIL. The accompanying professionalization of the service development will help businesses ensure high service quality and strengthen their competitiveness.

The Service Innovation Lab offers service and guidance in service development and service engineering to its customers. As a consultative partner, SIL supports innovation projects through the service development phases from idea generation, requirement analysis and the modeling of services to the implementation of product and market testing.

in4in - Upcoming projects

Several project applications and contracts are in negotiation phase. Different consulting, training and coaching measures are close to be confirmed by the partners in Philippines El Salvador, Honduras, Chile and Peru. Most of the demand is for the highly successful training "Market-driven Innovation" which consist of 120 presence hours distributed in three modules and 50 additional hours reserved for the practice and innovation plans by the participants. More information about this specific offer [please make click here.](#)



Alumni news >> Career & Life

Back home after years

With his unequivocal taste and dexterity for dancing tropical rhythms, Carlos Andres Hurtado, from Colombia, was a memorable student who completed the SEPT Master Program between 2003 – 2005. After successfully writing his master's thesis at SEPT, he worked for an Innovation and Start-Up Center in Schönebek. During this time, Carlos also found his love and settled down here in Germany with a German veterinarian. Since then, they have been living in Schönebek and now have a two-year-old son. In spite of having a pleasant life in Germany for almost 7 years, Carlos kept looking for opportunities to contribute to his country and recently he was offered a position as a Project Coordinator in the *Corporación PBA*, a NGO specializing in support and advisory for small farmers in the Colombian Atlantic Coast. Interestingly, his wife Kerstin also found a place in the same NGO as a veterinary expert.

All members of the family are eager to move to Colombia next month. In July, to prepare for their new tasks, they were part of a training session at a farm in Baden – Württemberg where they learned daily farming activities as well as new farming techniques.



Carlos's intention is to transfer the knowledge and experience achieved from theoretical study and practical work during his time in Germany to his country. The knowledge and experience that Carlos and Kerstin bring to Colombia will certainly be very helpful for small farmers in the region.

We wish them success and happy times in Colombia.

First signs of success

It has been 4 months since the intake 2007 – 2009 students presented their field research reports at SEPT. After 22 months of being together, the students started separating to pursue their own walks of life. Most of them are returning to their home countries soon and will challenge themselves with new positions. Yet by the end of September 2009, they should have accomplished their final task at SEPT i.e. their Master's thesis. Although having been busy with the research, some students have earned their first successes in their career. Right after the third semester, some of them have been offered internships in international highly-reputable organizations and firms such as ADG Akademie Deutscher Genossenschaften, Siemens, Lufthansa Air Plus America etc. More impressively, some have already been offered full time positions in organizations in their home countries. Mr. Puspa L. Ghimire, for instance, is taking over a position as *Program Officer for Enterprises* at ANSAB (Asia Network for Sustainable Agriculture and Bioresources) in Nepal as of August 2009. He is in charge of promotion and strengthening of NRM-based value chains. Puspa will have the opportunity to immediately apply most of the valuable knowledge and experience he achieved at SEPT over the last two years.

Alumni News>> Graduates from the Intake 2006 - 2008

Surnames	Names	Country	Master's Thesis
Alogail	Fikri Abdulwahab Mohsen	Yemen	Islamic Banking Role in Financing the Micro and Small Enterprises – some Experiences from Yemen
Ayana	Alemayehu Milkii	Ethiopia	The Dynamics of Internationalization of Ethiopian Leather and Leather Products Industry
Bui	Oanh Thi Kieu	Vietnam	Dynamics of Internationalization Process: An Empirical Analysis in the Vietnamese Furniture Industry
Chu	Tien-Hui	Taiwan	The Imperative of Transformation in Family-Owned Businesses in Taiwan - An Analysis of Change Management in Chiao Teng Hsin and Peng Chia Enterprise Ltd.
Duong	Thi Bich Ha	Vietnam	The Role of Cooperatives in the Vegetable Value Chain in Hanoi
Escobar Cerda	Ómar Antonio	Nicaragua	The Analysis of Innovation Management in Small and Medium-Sized Enterprises in Nicaragua
Giang	Luong Viet	Vietnam	Weiterbildung als Instrument der Entwicklung von Reiseunternehmen in Vietnam
Hamed	Mohamed	Egypt	Success Factors of Offshore-Oriented Call Centers in Egypt
Heida	Susann Mahmoud	Egypt	Financing tools for MISMEs in Egypt with main focus on the access to banking credits
Hernández Valencia	Alexander	Colombia	Comparison of the Value Chains of Special and Traditional Coffee Varieties in the Region of Risaralda - Colombia
Kumase	Lem Nwing Ndangle	Cameroon	Women in micro enterprises: A comparative study of trading businesses and their support structures in Bamenda and Douala
Méndez	Orietta	Bolivia	Opportunities and Barriers of Internationalization of Medicinal Plants Products from Bolivia
Parra Rojas	Susan Alexandra	Colombia	Evaluation of a Technology-Oriented Entrepreneurship Support Program in Colombia
Rivero Morales	Mariana Andrea	Bolivia	The Dynamics of the Internationalization Process of Small and Medium-Sized Enterprises in Bolivia: The Case of Jewelry and Wood Manufacturing Sector
Rosandi	Robby	Indonesia	Firm's Innovation Decision and Strategic Competencies: A Study on Small and Medium-Sized Enterprises
Suvelza Galarza	Jorge Alfredo	Bolivia	Bases and impact of Social Capital on the SME's export process in Santa Cruz - Bolivia
Tuffa Birru	Worku	Ethiopia	Horizontal Inter-Firm Co-operation and Innovation in Ethiopian SMEs: The Case of Leather Shoe Sector in Addis Ababa
Xander	Jorge Guillermo	Argentina	Sawmill Competitiveness: Market Oriented Products, Flexibility and Additional Services. Case Study: Laharrague Chodorge SA
Ydirin Préstamo	María Magdalena	Mexico	The Analysis of Export Barriers of IT-SMEs in Veracruz, Mexico
Zeng	Liang	China	Analysis of Innovation Cluster in China: A Case Study of the Integrated Circuits Sector in Shanghai



The SEPTies >> Newcomers in Leipzig

Along with another picturesque autumn, the new SEPTians, intake 2009 – 2011, are gathering in Leipzig to start the two-year master program this October. By now, most of the new students have arrived in Leipzig. The DAAD scholarship holders have an advantage, they are able to come to Germany 2 months earlier in order to enjoy their first German lessons and get to know people here. While the new candidates are enjoying themselves discovering gorgeous Leipzig, the second semester students are finishing their works and preparing to fly home by the end of September in order to complete their third semester field research.

This coming period represents a unique and decisive experience as the students will have to apply the knowledge they acquired from SEPT to carry out research shaped by their work experience, interests and the characteristics of their countries.

Although being engaged with a lot of work to do, second semester students met the newcomers and gave them a warm reception in July. In a quickly organized dinner, the students exchanged impressions and experiences of living and studying in Germany and in particular, SEPT.



Welcome meeting and *Kennenlernen Treff* between some SEPTians of intakes 2009-2011 and 2008-2010

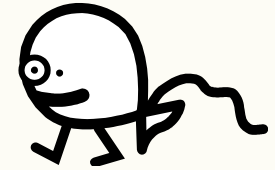
Images>> Party report and other images



After visiting the caves, Ha Long Bay, Vietnam, 2008



Mix of SEPT and TIM Alumni. Somewhere in Honduras, 2008



Impressive graduation ceremony of the MBA in Hanoi, Second Intake



Prominent Alumnus Dr. Utz Dornberger SEPT DIRECTOR



GIMME! GIMME!



SEPTians are not only applied students, they are also renowned party-makers. This picture shows doctoral students, teachers and Alumni from many generations, most of them from 2007 – 2009



One of many inter-generational grills organized by the SEPTians who will be Alumni in one year from now

About the Newsletter

This is the official SETneT Newsletter and is intended to keep us in touch and informed. We will share updated news about our *alma mater* SEPT, its new projects, services and plans, in order to make your participation and contribution possible.

The sections related to Alumni activities and careers are intended to intensify information flow in every direction. We would greatly appreciate it if you could let us know the progress of your career and any of your undertakings, etc. If you are interested in writing an article with a short analysis or description of a situation or professionally-relevant intelligence, please feel free to write us. Of course, new opportunities for joint-ventures and cooperation that you feel are highlight worthy can be published in the coming editions.

Since we are bonded by a common past which extends beyond our professional backgrounds, we would like to tell stories about some achievements and important facts pertaining the personal lives of the members of this big family.

The section with information about the SEPTies, which are current students, is intended to present the next generation of Alumni and to show you how things are currently going here.

Please, feel free to send us information and feedback including suggestions and new ideas.

Leipzig, October 2009.

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