

## Attachment no. 2

### Detailed factual, time and financial framework of foreign development cooperation project

**Project title: Development of small and medium-sized enterprises through e-commerce**

**Implementing organization and partner institution: The Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic | Zambia Development Agency (ZDA)**

- **Project development plan:** Provision of advisory assistance to the Zambian side and provision of relevant information in the following areas:
- Providing experience, information and recommendations for SMEs on the possibilities of engaging in virtual trading on virtual international markets;
- Assisting in the acquisition of contacts to existing and potential customers, both locally and internationally, including assistance in managing these contacts and customer communication;
- Developing knowledge in the field of e-commerce and its potential for obtaining business information, the effectiveness of the internal layout and organization of the company and the development of innovation and business creativity;
- Supporting the development of new strategies and business-enhancing model measures with the aim to increase their competitiveness, production capacity and entry into new markets;
- Increasing professional capacity and technological know-how, especially in the area of creating a business portal focused on providing information on local and international markets for Zambian exporters, in particular SMEs;
- In the long term, helping SMEs on the road to digitalization, recommending appropriate tools for SMEs to use digital technologies, innovation, online environment and electronic communication, thereby increasing their overall competitiveness;
- In the long term, supporting the general development of trade and business in Zambia.

**Project objectives:** The main objective of the project is to help strengthen the professional capacities in the field of e-commerce and the use of the virtual environment and internet interface in accessing online trading markets, or more precisely to help develop the digital knowledge, competencies and skills of selected representatives of the Zambia Development Agency.

<b>OUTCOMES OF THE PROJECT</b>	<b>ACTIVITIES WITHIN THE PROJECT</b>	<b>Expected financial requirements for individual activities</b>	<b>Invoicing date</b>
<b>Output 1.1</b> Arranging an approximately one-week study trip for a delegation of up to 4 Zambian representatives of the ZDA partner organization to the Czech Republic.  <b>The timeframe to achieve the output:</b> 30/11/2021	<b>Activity 1.1.1</b> Comprehensive organizational and logistical support for approximately one week (max. 8 nights) study trip to the Czech Republic for a delegation of up to 4 specialists nominated by the Zambian side – the ZDA organization. The specific date and exact content of the study trip will be determined on the basis of mutual communication and approval by the Zambian side. The costs for the implementation of the activity include in particular: salary costs of the implementer, rental of meeting rooms, printing of study materials, costs of the stay of the study trip participants (air tickets, accommodation, meals, local transport) and promotional material (roll-up banner).	550.920,00 CZK	30/11/2021
<b>TOTAL PROJECT COSTS:</b>			550.920,00 CZK

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