

# European Union Grants Advisor Denmark

## Training and Recruitment Package Helps Microsoft Mobility Partner Expand its Business and Internationalise its Product

In March 2000, the European Council (EC) set a goal for the European Union (EU) to prepare its transition to a knowledge-based economy and society. This initiative known as the Lisbon Agenda, promotes better policies for the information society, and research and development, and encourages structural reform for competitiveness and innovation. The EU recognises that a powerful way to achieve this is to fund IT awareness and training schemes at the grassroots level.

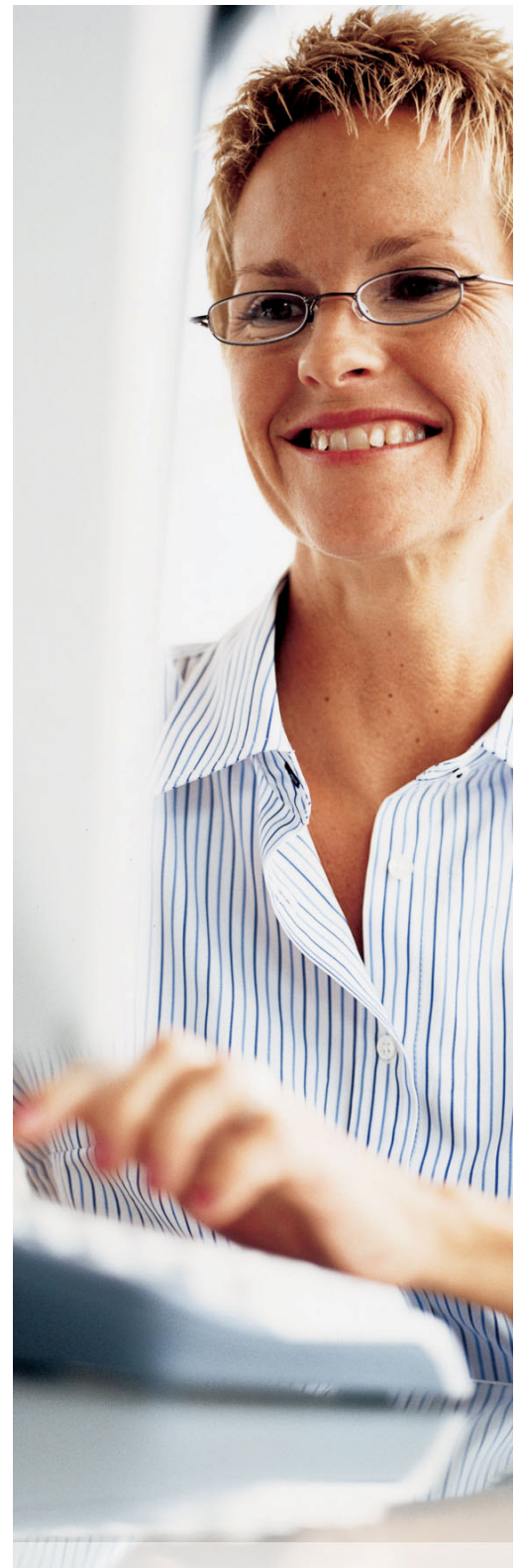
To increase productivity and growth, governments need more effective policies for developing human capital and realising potential. To reach its growth and development goals, the Danish government is creating policies for increasing access to venture capital, increasing the diffusion of information technology to business, and enhancing public and private partnerships for research and innovation.

The Danish government is focused on developing its human capital, and fostering a stronger research environment as a means of raising productivity growth, and increasing its competitiveness on the market. It recognises that to achieve its competitiveness goals, it needs to better utilise its highly skilled labour force, both Danish-born and from abroad. By offering a number of funds to projects focused on research and development, training and education, and the necessary structural reform for competitiveness and innovation, the Danish government is creating an economic environment more conducive to growth.

Videnpilot is one of the many government-funded grant schemes supporting the development of human capital and a highly-skilled work force. Videnpilot subsidises the hiring of graduates in small and medium-sized enterprises (SMEs). It provides individual companies with €19,440 (\$U.S. 24,850) towards the recruitment of a recent graduate to work on a specified project over a six-to-twelve month period. Approximately €3,500 (\$U.S. 4,280) of the total grant is used for the necessary education and training of the candidate. The remaining funds are used to pay the graduate's salary.

Microsoft is working in partnership with technology companies, banks, consulting agencies, and other organisations to help more SMEs obtain government funding through its European Union Grants Advisor (EUGA) programme. Through this programme, SMEs and local and regional governments increase their awareness and understanding of EU funds, as well as take advantage of a facilitated application process should they wish to apply for funds that they are eligible for.

Award winning Global Microsoft Partner of The Year in Mobility Innovation, WPA Mobile specialises in the development mobility solutions. It wanted to expand its business by introducing its product on the international market. To do so, it needed to hire a highly-skilled marketing professional to implement its marketing strategies. With the help of EUGA, WPA was able to hire a marketing professional to help internationalise its e-learning mobility solution and grow its business.



“THIS PROJECT WAS THE PERFECT ICE-BREAKER. WE HAD A GREAT PRODUCT AND REALLY NEEDED TO EXPAND INTO THE MARKET. WITH THE FUNDS WE WERE ABLE TO HIRE A GRADUATE MARKETING PROFESSIONAL FOR ONE YEAR, AND ASSESS THE VALUE OF EMPLOYING A HIGHLY SKILLED PROFESSIONAL. IT REALLY HELPS MINIMISE THE RISKS INVOLVED IN SUCH AN INVESTMENT.”

**Henrik Møller**, Sales Director, WPA Mobile



Much like 55 per cent of all SMEs in Europe, WPA Mobile was unaware of the funds that are made available by the EU. Henrik Møller, Sales Director, WPA Mobile, says: “We didn’t know these funds existed. Microsoft directed us to the EUGA programme where we were provided with a pallet of possible schemes that we could choose from. Their consultants discussed our business objectives with us, helped organise our business plan, and facilitated our application process to the government.”

Following the advice of EUGA consultant, WPA applied for the government co-financing scheme to stimulate its investments in marketing. Using the funds, it was able to hire a marketing professional that could bring knowledge of the global market to the company, and help the business to evolve and internationalise. Drawing on the candidate’s marketing intelligence and business know-how, WPA Mobile was able to develop and implement the right licensing, pricing, and support system required to launch its product on the global market.

Møller says: “EUGA provided the support, time, and resources we needed to ensure we were awarded the much-needed funds. Without their help we wouldn’t have been able to hire this professional.”

The demand for highly skilled workers continues to increase as the role of knowledge-intensive sectors continues to expand in Denmark. For smaller businesses with limited funds, paying higher wages for a professional can be an investment risk. Companies need to employ such professionals to strengthen their innovative capacity, but they also need to ensure they make these changes in a cost-effective way.

Møller says: “This project was the perfect ice-breaker. We had a great product and really needed to expand into the market. With the funds we were able to hire a graduate marketing professional for one year, and assess the value of employing a highly-skilled professional. It really helps minimise the risks involved in such an investment.”

WPA Mobile submitted its application in January, 2006 and was awarded the funds within one month. In April it hired the successful candidate and started working on a marketing project. It received its first international order in June. Møller says: “It was amazing how fast we were seeing these great results.”

## Contact:

For more information please contact Microsoft Corporate Affairs, or visit the Web site: <http://www.microsoft.com/emea/euga>

## Fast Facts

### URL

[www.wpamobile.com](http://www.wpamobile.com)

### Country

Denmark

### Situation

Award winning Global Microsoft Partner of The Year in Mobility Innovation, WPA Mobile specialises in the development mobility solutions. It wanted to expand its business by introducing its product on the international market. To do so, it needed to hire a highly-skilled marketing professional to implement its marketing strategies.

### Solution

WPA applied for funding from Videnpilot—a government-funded grant that subsidises the hiring of graduates in small and medium-sized enterprises (SMEs). Videnpilot provides individual companies with €19,440 (\$U.S. 24,850) towards the recruitment of a recent graduate to work on a specified project over a six-to-twelve month period. Approximately €3,500 (\$U.S. 4,280) of the total grant is used for the necessary education and training of the candidate. The remaining funds are used to pay the graduate’s salary. With the help of EUGA, WPA was able to hire a marketing professional and fund their retention and training for one year to help internationalise its e-learning mobility solution and grow its business.

### Benefits

- WPA Mobile is now able to expand its business and internationalise its product
- WPA Mobile received its first international order within first two months of marketing it abroad
- Young professional secured a job for one year and gained valuable industry experience
- By using WPA e-learning mobility solution, end users improve their business functionality and efficiency
- Helps expand the grant beneficiary’s IT support business throughout France.