

MAKRO Management Development Consulting Ltd. Partner Information

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Profile	
Type of organisation	Counselling body
Is your organisation a public body?	No
Is your organisation a non-profit?	No

Background and Experience

MAKRO is a management development and consulting company, founded in 1984 and located in Ankara. Since its time of establishment, the company has been providing research, strategy and planning services to local & regional bodies and taking part in project work for personal and professional development of individuals in various communities incl. disadvantaged/vulnerable groups.

The activities in Turkey highly relies on collaborations with local & regional bodies (chambers of commerce and industry, regional development agencies, etc.) and comprise regional development services, such as; sectoral and innovation capacity assessments, reporting and strategic planning. To date, MAKRO has developed over 100 projects in this scope.

The company also has a track record on entrepreneurship training development and provision in various regions in Turkey. By relying on its expertise, MAKRO has developed a unique 'learning path' method for innovative entrepreneurship; step-by-step approach through self-assessment, eLearning and business idea development. Now the methodology is being used by several incubator & accelerator programs in Turkey.

In international scope, since 2007, MAKRO has been involved in 20 European projects, both as coordinators and partners, in the framework of various programmes (LLP, EuropeAid, Erasmus+). The projects have developed innovative training programmes for youth and adult individuals, mainly targeting social integration / inclusion, entrepreneurial development (incl. innovative, social and migrant entrepreneurship), vocational development and provided via the use of contemporary distance learning methods. Thanks to involvement in these actions, today, MAKRO has a large network of strategic partners from public and private sectors in Europe.

Recent Projects and Activities

Some of the recent Erasmus+ projects and MAKRO's role in each is summarised below:

- **INNOGROW: Innovative Entrepreneurship for Increased Employability, New Business Creation and Economic Growth (www.innogrow.org):** MAKRO has coordinated the project, funded by Turkish National Agency. In this project, MAKRO developed; 'Competency Profile of an Innovative Entrepreneur' by relying on the large scale interviews conducted in Europe and Turkey with the participation of 150 entrepreneurs, Strategic Planning eLearning module in the innovative entrepreneurship curriculum which also includes leadership, motivation, team management, creative thinking, problem solving and innovation management topics, developed [INNOGROW App](#) as an innovative methodology in entrepreneurship trainings.

- **MIGRAPRENEURS: Entrepreneurial and Intrapreneurial Mindset Development for Highly Skilled Migrants in Europe (migrapreneurs.eu):** The project aims to better utilise the skills that highly skilled migrants bring into partner countries by fostering an entrepreneurial/intrapreneurial mind-set of migrants. MAKRO is a partner in the project and conducting research and training activities in Turkey. The training programme consists of the topics that will help migrants gain soft skills and business planning skills to become migrant entrepreneurs.

- **So-VET: Social entrepreneurship as an alternative for young unemployed (sovet-project.eu):** The main objective is to upgrade the vocational training system in order to provide effective courses in the subject of social entrepreneurship. MAKRO is a partner in the project and conducting research and training (incl. webinars) activities in Turkey, also developed the training contents on ‘Creating Business Model for Social Enterprises’. The training programme consists of 9 topics from introduction to social enterprise to finance and economics.

- **MAV: Multidimensional Training of Adult Volunteers to Foster Migrants’ Integration (mav-eu.info):** The project is focused on volunteers who serve as “companions” or “mentors” for migrants (including refugees, third country national and non-native in general) in order to better guide them into the European labor market, help them to identify and improve their skills and competences, continue to build upon the training which they might have had in their countries of origin. MAKRO is a partner in the project and contribute to the development of Adult learning toolkit and curriculum on ‘Volunteers in Migrants’ Integration’ and pilot implementations in Turkey.

Skills and Expertise of Key Staff

İbrahim Doğan İncesulu: Founder and manager of the company. Graduated from Middle East Technical University, Business Administration. Has over 30 years of experience in consulting to Turkish SME’s, to contractors for international projects, industrial groups and foundations on business project development and management, internationalization, mergers and acquisition, international trade and marketing, financial management, budgeting, valuations. Conducted and instructed various training courses for young entrepreneurs, prepared curriculums and training materials, consulted to EU technical assistance projects and managed various projects.

İpek İncesulu: Researcher and trainer in MAKRO. Graduated from Middle East Technical University, Business Administration and has Master’s degree from Colorado University, Economics. Excellent experience in development economics, regional development, business startups, and internationalization of SMEs. Ms. İncesulu has a considerable work experience and knowledge on regional development projects with special interest in human resources

development. She has worked for 27 years in government and been responsible of regional development, encouragement of investments and foreign investment policies in Turkey. She has also outstanding experience in the management of EU funded projects. She worked as the beneficiary country team leader in one of the EU Twinning projects on promoting investment environment for 19 months. After her government service, she managed 8 EU funded projects under the scheme of Lifelong Learning. She has been working for MAKRO since 2007.

Efsa Sabit: Project coordinator in MAKRO. Graduated from Başkent University, Business Administration and has Master's degree from Ankara University Finance Department. She has been working for MAKRO since July, 2017. She has 5 years' experience in event management and coordinated many international congresses. She is coordinating networking, public relations and advertising activities of MAKRO, dissemination activities of EU financed projects and assisting consulting activities provided to SMEs and professional organizations in Turkey.

EU Granted Projects in the last 3 years			
EU Programme / Year	Name of the Project	Project Identification and Contract Number	Applicant /Beneficiary Name
Erasmus+, Key Action 2: Strategic Partnerships 2017	MAV - Multidimensional Training of Adult Volunteers to Foster Migrants' Integration	2017-1-DE02-KA204-004284	IFA Academie, DE
Erasmus+, Key Action 2: Strategic Partnerships 2016	Migrapreneurs - Entrepreneurial and Intrapreneurial Mindset Development for Highly Skilled Migrants in Europe	2016-1-UK01-KA202-024286	The University of Sheffield, UK
Erasmus+, Key Action 2: Strategic Partnerships 2016	So-VET: Social entrepreneurship as an alternative for young unemployed	2016-1-MK01-KA202-021678	Fondacija Agro Centar za Edukacija, Fyrom/Macedonia
EuropeAid Turkey 2016	Technical Assistance for Gümüşhane Traditional and Organic Products Business Development Center (Gümüşhane İŞGEM)	EuropeAid/136687/IH/SER/TR	PLANET S.A., Greece
EuropeAid Turkey 2016	Technical Assistance for Bingöl Business Development Center (Bingöl İŞGEM)	EuropeAid/135337/IH/SER/TR	PLANET S.A., Greece
Erasmus+, Key Action 2: Strategic Partnerships 2015	INNOGROW: Innovative Entrepreneurship for Increased Employability, New	2015-1-TR01-KA202-022685	MAKRO Yönetim Geliştirme Danışmanlık Ltd.

	Business Creation and Economic Growth		
Erasmus+, Key Action 2: Strategic Partnerships 2015	ECOLIVE - Training for the Production of Organic Olive Oil	2015-1-TR01-KA202-022526	Izmir ABIGEM Danışmanlık ve Özel Eğitim A.Ş., Turkey

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