Dear Colleague

We (ISMAI – Instituto Superior da Maia - [www.ismai.pt](http://www.ismai.pt) ) are working on a proposal for EU grant.

We are in the process of searching for EU partners therefore we would like to ask you to disseminate the brief concept letter of our proposal among your Colleagues: high innovative businesses and higher education and training institutions.

We are developing an EU proposal for Joint project on an international level focusing on Marketing and Innovation. To better analyse our proposition, please find on the **PIK Project 1th draft.pdf** file the information regarding the collaboration.

We are designing now a **21 months PIK Project - Pilot Projects for the Development of Knowledge Partnerships (***DG EAC No EAC/19/201*), which overall objective is to ensure stronger societal and economic relevance and outreach of higher education through strengthening the employability, creativity and innovative potential of graduates and professors and the role of higher education institutions as engines of innovation

The PIk Project will bring together businesses with higher education and training institutions to:

1. **Reinforced** skills, attitudes, and the innovation capacity of individuals and of the involved organizations;
2. **Closer cooperation** between higher education institutions and businesses to tackle innovation needs and to solve problems encountered by companies;
3. **Equipping** graduates with in-depth knowledge of the field studied, combined with interpersonal skills (team working, communication, self-  confidence, taking initiative, problem solving, taking calculated risk, leadership) and business skills;
4. **Supporting** the development of robust entrepreneurship skills and entrepreneurial mindset and attitudes, enabling graduates to creatively respond to a complex and rapidly changing environment; encompassing but not confined to setting up a business or running a SME;

If you do really think this is an interesting proposal and you decide to cooperate in this kind of network**, please let me know as soon as possible!**

Naturally, we accept criticism, opinions and contributions.

For further information, please contact:

jvieira@docentes.ismai.pt or erasmus@ismai.pt

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Kind regards

José Manuel Carvalho Vieira

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