

# LEARN-INNOVATE- SELL-SUCCEED

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## LISS24 AT ATSU



**Project No:**

101128310-LISS24-Erasmus-EDU-2023-CBHE

**Coordinated by:**

TURKU UNIVERSITY OF APPLIED SCIENCES



# Project summary

**Learn-Innovate-Sell-Succeed LISS24** project is aiming at increasing B2B Sales and innovation capacity of Armenian and Georgian universities, especially in the field of engineering in the new digital era



UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA



FACHHOCHSCHULE  
WIENER NEUSTADT  
Austrian Network for Higher Education



The Learn-Innovate-Sell-Succeed (LISS24) project supports Armenian and Georgian universities in modernizing education and reinforcing links between academia and industry. The initiative focuses particularly on engineering education, helping universities prepare highly skilled, business-oriented engineers capable of contributing to international markets and innovation ecosystems.

LISS24 is built around three interconnected pillars: developing modern educational content, introducing innovative teaching and assessment methods, and strengthening knowledge transfer between universities and businesses. Together, these pillars create a long-term and sustainable framework for capacity building in higher education



# Project goals and components

One of the project's goals is to integrate B2B Sales education into Bachelor's and Master's programmes at six partner universities. The project also supports professional and in-service training opportunities designed around the needs of companies that will employ future graduates. By aligning academic programmes with industry expectations, universities can better equip students for real business environments.

Modernization of assessment practices is another important component of the project. Through B2B Sales Competitions and Innovation Competitions, students gain practical experience while developing communication, teamwork, and multicultural collaboration skills. These activities simulate real-life business situations and allow participants to apply their knowledge in hands-on settings. In parallel, newly established Sales Labs will provide innovative spaces for evaluating sales performance, supporting digital marketing activities, and encouraging applied research.



LISS24 promotes stronger university–industry cooperation by creating opportunities for businesses and investors to engage directly with students and academic institutions. Regional and national showcase events will help attract private sector involvement and encourage investment in higher education initiatives. The Sales Labs themselves are expected to open additional business and collaboration opportunities for universities in the future.

The project's impact extends beyond participating institutions. Through broad dissemination activities, the knowledge, methods, and results developed within LISS24 will also benefit other universities and stakeholders across the region.

*“from modern technologies towards the freedom of minds”*

10.000+ students

9 faculties

90+ years of history

**Akaki Tsereteli State University (ATSU)** is the largest regional university in Georgia and one of the country’s oldest centers of learning. ATSU stands as a cornerstone of academic tradition, innovation and international collaboration. With a student enrollment exceeding 10,000 and an academic staff of over 1,500 professors and lecturers, ATSU ranks consistently among the top ten universities in Georgia.

### **A Legacy Built Over Nine Decades**

The history of Akaki Tsereteli State University started in 1933. It was founded in the entrails of Ivane Javakhishvili Tbilisi State University and is one of the oldest higher education institutions in Georgia. Kutaisi Technical University and Sokhumi Subtropical University merged with Akaki Tsereteli State University in 2006 and 2010, respectively. ATSU became the biggest regional university in Georgia, with a wide spectrum of academic, vocational and training programmes and research fields.



### Faculties

ATSU operates through nine faculties offering bachelor, master and doctoral programs across a broad spectrum of disciplines:

- ▶ Faculty of Humanities;
- ▶ Faculty of Pedagogy;
- ▶ Faculty of Exact and Natural Sciences;
- ▶ Faculty of Business, Law and Social Sciences;
- ▶ Faculty of Medicine;
- ▶ Faculty of Technical Engineering;
- ▶ Faculty of Technological Engineering;
- ▶ Faculty of Agriculture;
- ▶ Faculty of Maritime Transport.



### Mission Aligned with European and Global Standards

ATSU is a multidisciplinary university delivering academic and professional programs. Its mission emphasizes:

- High-quality teaching, research, and creative activity;
- Strong alignment with national and European educational principles;
- Student development, leadership formation, and lifelong learning;
- Social responsibility, knowledge creation, and support for public policy development.

A central pillar of its strategy is internationalization, with a strong focus on mobility, cooperation and global engagement across all units of the university.

### A Proven Leader in International Collaboration

Internationalization is a stated strategic priority for ATSU, managed by the Foreign Affairs and Development Office. The university maintains academic partnerships with institutions across Europe and Asia and actively pursues mobility agreements, joint research programs and dual-degree frameworks. Key multilateral engagements include Erasmus+ partnerships with numerous European universities as well as membership in relevant regional academic networks.

ATSU brings extensive experience in European projects and initiatives. The university currently coordinates two Capacity Building in Higher Education (CBHE) projects:

- RURD – Role of Universities in Regional Development;
- PRODIGE- PROMoting High-quality Digital education in Georgia;



## Briefly about Kutaisi

Kutaisi is recognized among the world's oldest continuously inhabited cities. The city is one of the oldest cities in Georgia and the capital of the Imereti region in western Georgia. The earliest inhabitants settled there in the 2nd millennium BC. Kutaisi was also the capital of the ancient Kingdom of Colchis, an important region in the southern Caucasus, from as early as the second millennium BC. From October 2012 to December 2018, the city served as the seat of the Parliament of Georgia.

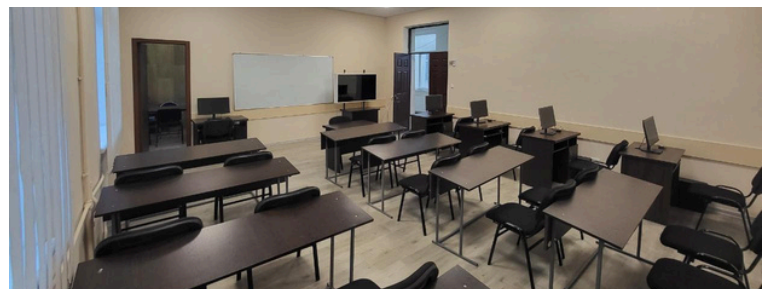


## B2B Sales Labs

In October 2025, B2B Sales Lab was opened in the frame of the Erasmus+ CBHE project LISS24 at ATSU. The Sales Lab is launched to foster understanding about salesperson's and customer's behaviour as well as enhance B2BSales and innovation capacity in education and research.

The sales laboratory represents a significant step toward preparing students for international business challenges and developing the competencies essential for their career growth.

B2B Sales Laboratories also operate in National University of Architecture and Construction of Armenia; Armenian National Agrarian University; National Polytechnic University of Armenia; Georgian Technical University and Shota Rustaveli State University.



# iMotions Workshops

In October 2025, representatives of iMotions conducted a series of workshops within the framework of the Erasmus+ CBHE project Learn – Innovate – Sell – Succeed (LISS24), supporting the development of Sales Laboratories at partner universities.

On October 23–24, 2025 a two-day workshop was delivered for representatives of the B2B Sales Lab from Akaki Tsereteli State University, Batumi Shota Rustaveli State University and Georgian Technical University. The training introduced participants to advanced Eye Tracking, Facial Expression Analysis, and Voice Analysis technologies, as well as methods of data processing, visualization, and interpretation. The laboratory, equipped with iMotions software and tools, aims to foster understanding of customer and salesperson behaviour and enhance B2B Sales and innovation capacity in education and research.

Similarly, on October 20–21, 2025 iMotions organized a training workshop at Armenian National Agrarian University for representatives of National Polytechnic University of Armenia, Armenian National Agrarian University and National University of Architecture and Construction of Armenia. The interactive sessions focused on the practical use of biometric and neurophysiological analysis tools supplied for the Sales Labs established within the LISS24 project, further strengthening cooperation and knowledge exchange among partner universities.



# Innovative projects by ATSU students

On March 5, 2026 the exhibition of students' creative works "Students Spring" was held at Akaki Tsereteli State University. A group of students from the Faculty of Technical Engineering, specializing in Electrical Engineering and led by Erekle Kirkitadze, presented their project "Smart Waste Bin with an Automatic Sorting System." The group also included Luka Ugulava, Giorgi Khojenashvili and Otari Kajaia.

The project was developed within the framework of the Erasmus+ project "LISS24 – Learn-Innovate-Sell-Succeed" and became one of the winners of the ATSU student grant competition "I am the University." Five student projects from the faculties of Technical Engineering, Maritime Transport and Business, Law and Social Sciences participated in the competition. Rector Prof. Shalva Kirtadze awarded the successful participants with honorary certificates.

Similarly, a team of students from the faculty of Technical Engineering successfully participated in the annual competition "I and the University" in March 2025 organized by the University Administration to support student ideas and enable their practical realization. Four students presented and "sold" their idea of a "Smart House" to the administration, becoming the winners of the competition.



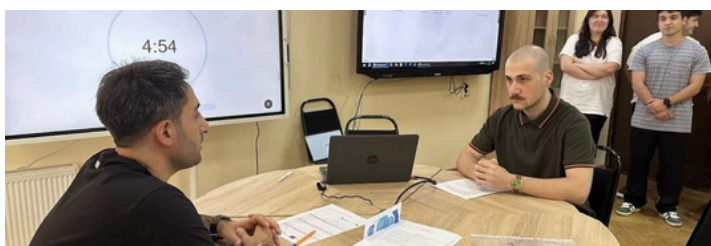
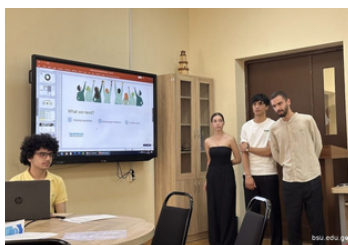
# Series of successful competitions

The series of competitions took place at the LISS project consortium member universities in Georgia and Armenia.



## Innovative Business Ideas Competition at NPUA

The National Polytechnic University of Armenia organized the “Innovative Business Ideas” competition under the LISS24 project, preceded by applied training in creative thinking, business modeling, and market analysis. Five student teams presented innovative solutions, with winners selected based on feasibility and market potential. The competition emphasized practical entrepreneurial skills and real-market applicability.



## B2B Sales Competition at GTU

On June 3–4, Georgian Technical University hosted Georgia’s first B2B Sales Competition within the Erasmus+ LISS24 project. The two-day event combined training and a student sales competition focused on B2B dynamics, sales cycles, lead generation, and negotiation skills. Students presented sales pitches to industry partners, with top teams awarded for performance and all participants received certificates.

## B2B Sales Competitions at NUACA

On April 27- 29 and on March 25 - 27, two student competitions were organized at the National University of Architecture and Construction of Armenia. Participants completed practical assignments based on a specially developed competition scenario and presented their innovative business ideas using the CANVAS business model. As a result, first, second, and third place winners were selected, and all participants received certificates of participation.

## Innovation Sales Competition at BSU

Within the Erasmus+ LISS24 framework, the Faculty of Technology of Batumi Shota Rustaveli State University held an Innovation Sales Competition integrating innovation development and real sales simulation. Students were trained in negotiation, segmentation, and value creation, then engaged in sales role-play with jury evaluation. The winning projects demonstrated strong innovation potential and applied sales strategy skills.

# LISS24 in international spotlight

LISS24 is featured in both Finnish Y-lehti and the TALK web magazine of Turku University of Applied Sciences, highlighting its role in strengthening B2B sales education through Erasmus+ cooperation. The project brings together partner universities to share Finnish sales expertise internationally and develop practice-based learning methods such as simulations, negotiations, and competitions, including events like the European Online Business Negotiations Championship.

These initiatives, also involving Armenia and Georgia, demonstrate how experiential learning and university-business collaboration enhance students' practical sales and negotiation skills while supporting innovation and higher education development across borders.



Sales Competitions: Empowering Students, Engaging Employers



Myyntiä opitaan tekemällä: Turun AMK:n myyntipedagogiikka mahdollistaa menestyksen myös Kaukasuksella



## Suomalainen myyntiosaaminen kiinnostaa maailmalla

Suomesta löytyy myynnin osaamista ja suomalaisesta myyntikoulutuksesta on tullut vilttituote.

**T**uore maailmanlaajuisen myyntiosaamisen kilpailun voittajaksi nousi suomalainen opiskelija. Kilpailu järjestettiin Turussa ja voittajaksi nousi suomalainen opiskelija. Kilpailu järjestettiin Turussa ja voittajaksi nousi suomalainen opiskelija. Kilpailu järjestettiin Turussa ja voittajaksi nousi suomalainen opiskelija.

Learn, Innovate, Sell, Succeed

LISS24 on tuore ammattitaitokilpailu, joka tarjoaa opiskelijoille mahdollisuuden kehittää myyntitaitojaan ja verkostoitua kansainvälisesti.

LISS24:n tavoitteena on vahvistaa myyntiosaamista ja tukea opiskelijoiden urapolkuja.

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On January 29–30, 2026 the first European Online Business Negotiation Competition (EOBNC) was held at HAN University of Applied Sciences, bringing together more than 60 participants from over 20 European universities. National Polytechnic University of Armenia and National University of Architecture and Construction of Armenia also joined the event. Organised under the umbrella of the European Sales Competition Association, the event provided students with an international platform to strengthen their sales, pitching, and negotiation skills.

The students of both Armenian universities, beneficiaries of Erasmus+ LISS24 project, successfully participated in the competition. One student became the winner of the first EOBNC edition while other was recognized as “Best of the Room” during the preliminary rounds and advanced to the semifinal.



# Eastern Partnership Innovation Competition in Georgia

On May 19, 2026 the Eastern Partnership Innovation Competition was organized in Georgia on the premises of Georgian Technical University. The teams were formed by the participants of the local innovation competitions held in Georgian and Armenian universities. 11 student teams and nearly 30 student participants from six LISS24 partner universities participated in the competition.

In the competition, invited international experts provided teams with themes and challenges. Students worked in teams and created new solutions to proposed societal challenges. The event was organized to showcase the work completed during local-level innovation and sales competitions in Georgia and Armenia and to give the students an opportunity to meet their peers from other universities.

The next Eastern Partnership Innovation Competition will be organized in Armenia in June, 2026.



# Consortium members at ATSU

On May 20, 2026 Akaki Tsereteli State University (ATSU) hosted Erasmus+ CBHE project LISS24 consortium member universities for a day of workshop, networking and cultural activities in Kutaisi, Georgia. The program began with a welcome speech followed by the workshop. Official meetings and networking sessions took place to encourage more active cooperation among participants.

Later, guests joined a city tour and sightseeing activities to explore Kutaisi cultural and historical attractions. The event focused on strengthening academic cooperation, professional connections and cultural exchange among the consortium members.





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