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## EBSOMED Academy

### INTERNATIONALISATION AS A BOOSTER FOR SMES'S GROWTH 5 - 6 December 2019, Ravenna (Italy)

## Programme

### 5 December 2019

10.30 am	Registration and Welcome Coffee
11.00 am - 01.00 pm	<p><b>Opening Conference</b> <i>Internationalisation as a booster for SME's Growth</i></p> <ul style="list-style-type: none"> <li>• <i>Welcome Speech</i> by Giorgio GUBERTI, President of the Chamber of Commerce of Ravenna</li> <li>• <i>Welcome Speech</i> by Giovanni CASADEI MONTI, Chief Officer of Ravenna Department Promos Italia s.c.r.l.</li> <li>• <i>The strategy to foster SMEs' internationalisation by the Italian Chambers of Commerce</i> Federico M. BEGA, Chief Strategy Officer (CSO), Promos Italia s.c.r.l.</li> <li>• <i>The strategy to foster SMEs' internationalisation by Emilia Romagna Region</i> Gianluca BALDONI, Attractiveness and Internatioanlisation Unit- Emilia-Romagna Unit</li> <li>• <i>The EBSOMED Project</i> Marco CUNETTO, International Cooperation Manager, BusinessMed - Coordinator EBSOMED Project</li> </ul>
01.00 – 02.15 pm	Buffet Lunch



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<p>02.30 – 06.00 pm</p>	<p><b>Technical Panel</b></p> <p><i>Clusters, SME's Networks and Cooperatives to Foster Export and SME's Competitiveness.</i></p> <p><i>Chairman:</i> Andrea Bassi, University of Bologna, Department of Political and Social Sciences</p> <ul style="list-style-type: none"> <li><i>The Clusters' model of Emilia Romagna Region,</i> Gianandrea ESPOSITO, Territorial, Attractiveness and Development Unit, ART-ER Research Territory of Emilia Romagna Region</li> <li><i>Emilia Romagna High Technology Network,</i> Lorenzo CALABRI, AR.TER</li> <li><i>The role played by the Cooperatives in the economic development of Emilia Romagna Area,</i> Chiara LAGHI, President of Confcooperative Culture, Tourism and Sport of Emilia Romagna</li> <li><i>Best practice: companies' experiences</i> Aurora LIVERANI, Export Manager FRUTTAGEL Scarl <a href="http://www.fruttagegel.it">www.fruttagegel.it</a></li> </ul> <p>Luigi TERZI, Sales Manager DECO INDUSTRIE Scpa <a href="http://www.decoindustrie.it">www.decoindustrie.it</a></p>
<p>06.00 pm</p>	<p>Networking Cocktail with the local business community</p>



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## 6 December 2019

08.50 am	Registration and Welcome Coffee
09.00 am - 01.00 pm	<p><b>Practical Workshop</b> <i>Internationalisation Support Services. How a BSOs can help SMEs to go international</i></p> <p>Moderator: Giovanni RONCUCCI, Roncucci &amp; Partners</p> <p>Experts:</p> <ul style="list-style-type: none"> <li>Valeria CENTINARO, Head International Projects Unit, Promos Italia s.c.r.l.</li> <li>Andrea GIUNCHI, Promos Italia s.c.r.l.</li> </ul> <p>9.00-10.50 am: <b>Session 1</b> - <i>How to assess SMEs' growth potential and internationalisation readiness. Best practices and support lab</i></p> <p>10.50 - 11.00 am: Coffee break</p> <p>11.00 – 01.00 pm: <b>Session 2</b> - <i>How to help SMEs in defining international strategy. Best practices and support lab</i></p>
01.00 pm	Closing Session and Buffet Lunch
02.00 - 06.30 pm	<p><b>Field visits in Faenza and Castel Bolognese at</b></p> <ul style="list-style-type: none"> <li>CAVIRO GROUP, the largest Italian winery that is a model for circular economy (<a href="https://caviroextra.it/en/">https://caviroextra.it/en/</a>);</li> <li>AGRINTESA, a cooperative of fruit and vegetable products that is a model for innovative processing and packaging facility (<a href="https://www.agrintesa.it/Default.cfm?lingua=EN">https://www.agrintesa.it/Default.cfm?lingua=EN</a>)</li> </ul>

**Event Venue:** Ravenna Chamber of Commerce  
Viale Farini 14 - Ravenna

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