

Erasmus+ **BIG** - Businesses International Growth

EXPRESSION OF INTEREST FOR PARTICIPATING IN THE TRAINING PHASE

BIG - Businesses International Growth - is a project which intends to develop a blended and innovative European training offer that meets the needs of workers to improve their development opportunities in a globalised economy through a specific learning path. It is directed to at least 80 workers from European companies of 5 countries (Italy, Greece, Spain, Poland and Slovenia).

The pilot training course offers participants **free access** to OER - Open Educational Resources – and innovative tools which include company check-ups, phases of learning, video production and acting on specific subjects connected to the digital and international business for training in the field of International and Digital Business.

The Program covers the **following topics**:

- Cultural differences and Intercultural Competence in International Marketing
- Introduction to International marketing and Sales in International market (include Business Model)
- Inside sales and selling remotely
- Payment, logistic and legal knowledge
- Web design and content development for international market
- SEO and SEM
- Social media marketing
- eCommerce & International Marketplace
- Online market research
- Data Analytics
- New opportunities with Artificial intelligence and deep learning
- Cross-cultural communication
- Online Communication and tools

Engagement of participants

Applicants will be required to engage in an innovative program structured in 3 different phases:

1. **Training through the OER method**: 13 short online modules. A wealth of further insights are available for those participants who desire to enhance the study of the topics.
2. **SME check-ups**: each participant will produce an analysis of the digital internationalisation processes of his/her own company to identify strengths, critical areas, improvement actions to improve and increase the internationalisation processes and their foreign business volume.
3. **Movie education labs**: participants will emulate behaviours related to the specific topic, completing a training session which consists of both technical and behavioural skills; the final output is a short video clip produced by teams of participants.

Modality of submission

The call for expressions of interest is open to:

- SMEs' entrepreneurs citizens and/or residing in the 5 EU Partner Countries (Italy, Spain, Greece, Poland and Slovenia),
- SMEs' employees or direct collaborators, citizens and/or residing in the 5 EU Partner Countries (Italy, Spain, Greece, Poland and Slovenia),

Registration is open from 21/02/2022 (the deadline could be different at national level). Applicants will be informed by e-mail about selection results in 7 days after the call is closed. The selected applicants will be provided access to the e-learning platform, containing the OERs and the additional tools.

Concerning the way to submit the application, please refer to the national partners' website:

Greece: <https://www.italchamber.gr/expression-of-interest-for-participating-in-the-training-phase/>
<https://www.facebook.com/cciesalonicco>

Italy: www.marche.camcom.it

Poland: <https://www.facebook.com/PolskaIzbaGospodarczaImporterowEksporterow>
<http://www.pcc.org.pl/>

Slovenia: <https://www.cpu.si/current-projects/?lang=en>

Spain:

The applications must be submitted with the following object: Call for expressions of interest Erasmus+ BIG project - NAME OF THE APPLICANT AND NAME OF THE COMPANY

The application must be digitally signed or with a handwritten signature attaching a copy of a valid identity document by the applicant workers.

The worker must attach the consent to participate in the course from his/her company using the form attached to call (Annex 2); **each company can nominate more than one employee to the training course.**

Any complaint can be placed before 7 days after the communication of the list of beneficiaries admitted to the programme and will be treated by the academic members of the BIG Project.

At the end of the training experience, beneficiaries will receive an attendance certificate. The training will be **completely free** and carried out in **virtual mode**. Any costs incurred by the workers or companies will not be refundable.

For clarification, please contact:

GREECE: eurodesk@italchamber.gr

ITALY: paola.fogante@marche.camcom.it or andrea.mosconi@marche.camcom.it

POLAND: i.wesolek@pcc.org.pl or Pawel.Farfal@ue.poznan.pl

SLOVENIA: mojca.cek@cpu.si

SPAIN: internacional@formaeduca.com or lsoriano@asecom.org