

NEWSLETTER N. 1 - OCTOBER 2021

ERASMUS+ B.I.G.

3RD PARTNER MEETING

The 3rd transnational meeting among B.I.G. partners has been held online on 13th and 13th September (instead of meeting in Thessaloniki as initially planned). The agenda was full of important topics, due to the fact that the training phase for SMEs is approaching.

The IO2 is almost filled, Conform is ready to produce OER video in all the national languages of the partners (Italian, Slovenian, Spanish, Greek and Polish); at the end of October all the training materials could be uploaded on the Virtual Platform that will be available for participants through a reserved access.

OER consists of 13 Units which cover the main topics about internationalisation and digitalisation of SMEs. The target of the course is made of 80 workers (20 in Italy, 15 in Greece, Poland, Spain and Slovenia) with a minimum of experience in the field of internationalisation or supported by a company that are investing on external market trade. Their job profile should be junior or intermediate, unemployed person could be taken into consideration only if they can demonstrate a support from a company. One of the first activities is a company check-up, then the involvement of the entrepreneur or the top management is strictly necessary.

Partners also discussed about the way to conduct the **check-up**, agreeing on the structure proposed by the Italian and Greek Chamber of Commerce of Thessaloniki: definition of the aims and of the investigation fields, methods of conduction, preparation of the action plan questionnaire, coordination of the implementation of the checkups, evaluation of the results. The questionnaire will be self-administrated by the 80 participants, 25-35 close questions and a timing of 10-15 minutes to fill it.

THE MOBILITY PROGRAMME

UNIVPM has focused his attention to the Short-term Joint staff training events, organised to strengthen partners' competencies in the company digitalisation process. Five events have been planned in October 2021, each of them divided in 2 parts: from 9.00 to 13.00 a webinar with experts, from 14.00 to 18.00 homework activities which aim to create a clear link with the future activities with the companies.

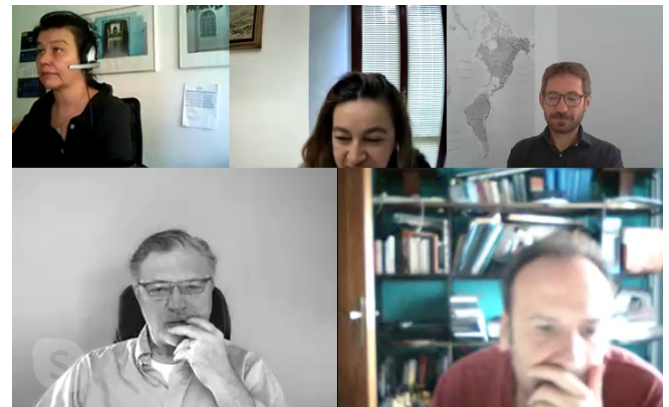
This is the programme of the Joint Staff training:

4th October: State of the art and introduction to Storytelling (referent UNIVPM);

5th and 12th October: Storytelling and Movie Education (UNIVPM and Conform);

18th October: OER Revision and laboratories on methodological guide (referent UNIVPM and Chamber of Thessaloniki);

19th October: Other educational tools for trainers to be used in the labs (UNIVPM and Chamber of Thessaloniki).



SME TRAINING PROGRAMME

The structure of the training programme has been already defined by partners during a previous Transnational meeting. It is divided into 6 modules and 13 individual Learning Units. Each unit is composed by a OER, a video pill that will lead the “student” and a series of Further Investigation Materials that will support the in-depth analysis of the topics.

1. Cultural awareness

Cultural differences and Intercultural Competence in International Marketing;

2. International Marketing and Sales

Introduction to International marketing and Sales in International market (include Business Model);

Inside sales and selling remotely;

Payment, logistic and legal knowledge;

3. International Digital Marketing

Web design and content development for international market;

SEO and SEM;

Social media marketing;

E-Commerce & International Marketplace;

4. Data Driven Marketing

Online market research;

Data Analytics;

5. Technology and Productivity

Must have and new opportunities with Artificial intelligence and deep learning;

6. Digital communication

Cross-cultural communication;

Online Communication and tools.

NEWS FROM THE PARTNERS

The Chamber of Commerce of Marche has participated to **MICAM**, the world’s leading footwear trade fair and a big event that attracts exhibitors and buyers from all over the world. After one year of virtual events, MICAM Milano has been back “live” at the Fiera Milano Rho from 19 to 21 September 2021 to showcase footwear collections for S/S 2022.

The Chamber of Marche organised on 19th September a focus on the new business models for shoes companies, new ideas for a new start after the pandemic crisis.

More info (in Italian): <https://bit.ly/3nV8Rpo>

The Chamber of Commerce of Marche, in cooperation with Regione Marche, have been protagonist at the 20th edition of **CIBUS** in Parma (31 August to 3 September 2021), one of the most important international fair about food industry. The Chamber of Marche has organised its own stand to promote the best products of its territory, from food to wine, encouraging the cooperation among companies of different production chains and dimensions.

More info (in Italian): <https://bit.ly/3CzbKQA>

The Chamber of Commerce of Marche has promoted an **announcement to support companies who want to participate to international fairs**. The deadline of the first announcement for 2021 was defined on 27th July; a second edition of the initiative will be launched on January 2022.

More info (in Italian): <https://bit.ly/3IONW4F>

Polish Chamber of Commerce for Importers, Exporters and Cooperation published a book entitled: "**Business etiquette in international contacts. A guide to the countries of the world**", prepared by Prof. dr hab. Jerzy Schroeder, professor at the University of Economics in Poznań.

It is a guide to 90 countries around the world on the existing customs and ways of behaving in business contacts. In particular, issues such as: arranging meetings, greeting and naming, formal and social receptions, clothes, negotiating and negotiating behaviour, gestures and public behaviour, giving and receiving gifts. The advice contained in the book is to help companies conduct international trade negotiations and successfully implement their businesses on foreign markets.

The guide is a summary prepared for entrepreneurs associated in the Chamber of "Customs in business". The current study has been updated and supplemented with other countries. It is an excellent guide for all entrepreneurs who are interested in expanding into foreign markets. The book was published in an attractive hardcover.

More info (in Polish): <https://bit.ly/3o4la2C>

The **Greece Start Up Competition** will take place in Thessaloniki on 16th of October 2021. The Event will host a Startup Competition, welcoming cutting-edge startups of the digital world that will have the opportunity to pitch in front of many investors and several leading players of the innovative sector. The Startup Competition of WMF Worldwide Event Greece will be a hybrid event - it will take place both in Thessaloniki and streamed Online throughout the interactive platform ibrida.io.

The Greek-Italian Chamber of Commerce of Thessaloniki is the official partner of the organisation of the event.

For more information:

<https://greece.webmarketingfestival.com/startup-competition/>

Go International Slovenia is a GZS (Chamber of Commerce and Industry of Slovenia) program for strengthening the internationalization of the economy. Increasing the number of exporters, value and profit of Slovenian exports, strengthening the

presence in existing, traditional markets, conquering and positioning companies in new markets and strengthening the visibility of the Slovenian economy. Every year, Chamber (GZS) carries out around 100 different activities within the program. For the COVID19 reasons, a national conference supposed to take place in September has been postponed.

See more:

https://www.gzs.si/o_gzs/vsebina/predstavitev-gzs/vodilni-v-internacionalizaciji-podjetij

NEXT EVENTS

Partners will meet on January 2022, hosted by Spanish partners in Madrid.

The call for expressions of interests will be opened within October 2021.

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