



Increasing the digital international
business management skills
among SMEs

www.businessesinternationalgrowth.eu

The project

The B.I.G. project is financed by the Erasmus+ programme, Key Action 2 "Cooperation for innovation and the exchange of good practice", under the specific VET priority of "enhancing access to training and qualifications for all".

It aims to **increase the digital international business management skills among SMEs** managers and workers in order to open wider opportunities for those companies which intend to invest on their competitiveness on new international business contexts.

Small and Medium Companies need **higher skilled human resources** to support the process of competitive enhancement and digital internationalisation development.

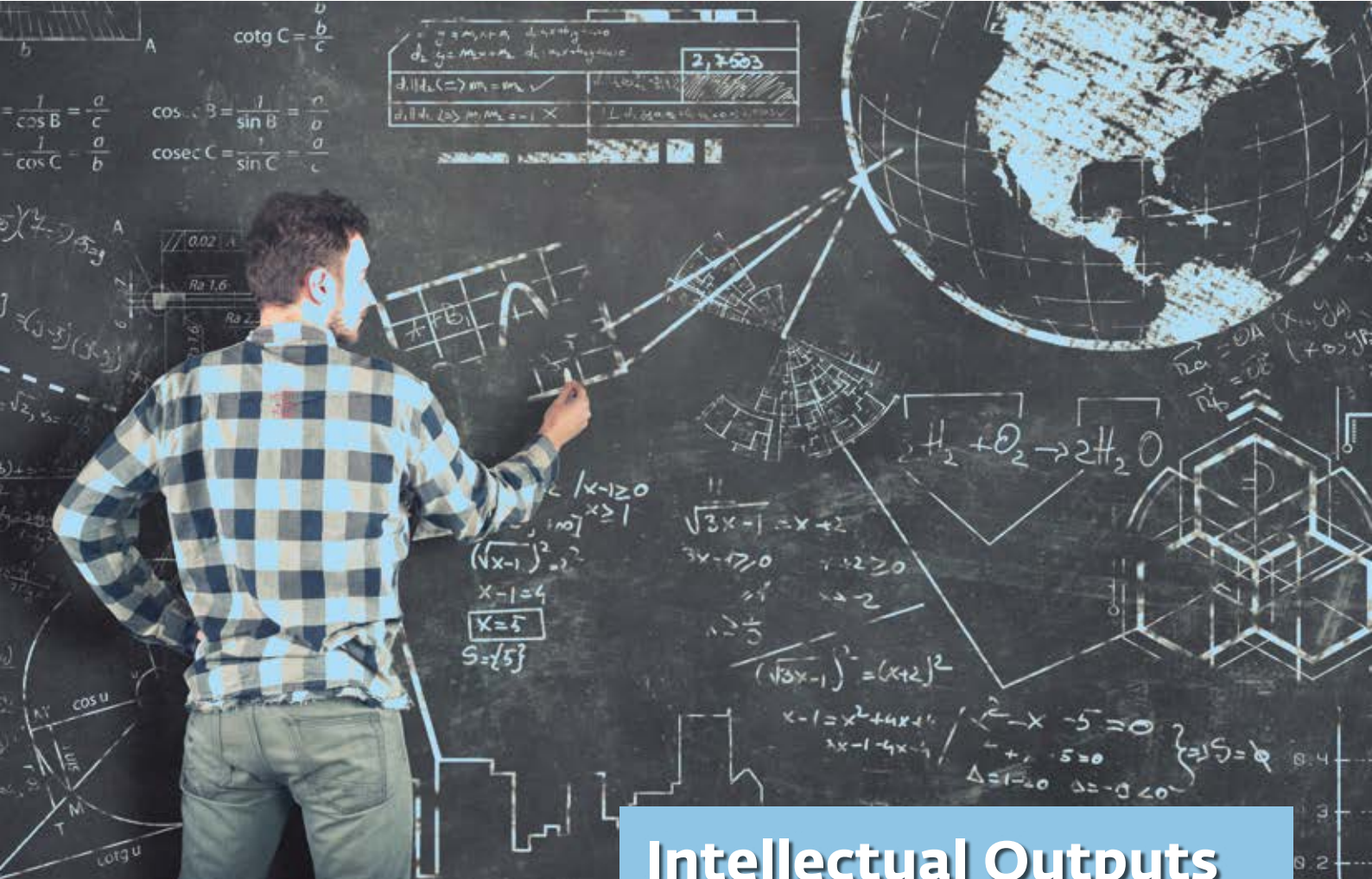
Currently **SMEs are facing harder difficulties than bigger companies to use digital tools** for their export and need specific strategies to build their international online visibility.

The project wants to enhance international, digital and cross-cultural business management skills for SMEs, building a **specific didactic project** for their needs based on 3 different dimensions: **cognitive** (learning by thinking), **operative** (learning by doing) and **behavioural** (learning by acting).

Companies will have the availability of a experimental didactic path that will be built with the support of companies and workers and using the **movie education training methods**.

The B.I.G. project involves **11 partners from 5 EU countries** (Italy, Spain, Slovenia, Greece and Poland) from the academic, training and chamber systems, able to capitalize on sectorial, geographical and technical-specialist diversity, to innovate models, methods and practices in the field of adult education.





Intellectual Outputs

IO-1

TRAINING PROGRAMME
TO DEVELOP DIGITAL
AND INTERNATIONAL
BUSINESS SKILLS

IO-2

OPEN EDUCATION RESOURCES
ON DIGITAL INTERNATIONALIZATION

IO-3

COMPANY CHECK-UPS

IO-4

EDUCATIONAL SKETCH-COMS
ON CONVERSATIONAL DIGITAL
MARKETING

IO-5

LEARNING ENVIRONMENT

Project's Partners



CAMERA DI COMMERCIO
DELLE MARCHE

Chamber of Commerce of Marche Region
Lead Partner, **Italy**
www.marche.camcom.it



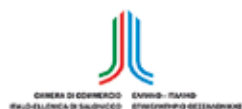
AKMI
Project Partner, **Greece**
iek-akmi.edu.gr



ASECOM _ Asociación de empresas de confección y moda de la Comunidad de Madrid, Project Partner, **Spain**
www.asecom.org



BSC _ Business Support Centre Kranj,
Project Partner, **Slovenia**
www.bsc-kranj.si



Camera di Commercio Italo - Greca di Salonicco
Project Partner, **Greece**
www.italchamber.gr



Conform
Project Partner, **Italy**
www.conform.it



CPU - Institute for Business Education
Project Partner, **Slovenia**
www.cpu.si/?lang=en



FEI _ Formación y Educación Integral
Project Partner, **Spain**
www.feiformacion.com



Polish Chamber of Commerce of Importers and Exporters and Cooperation _ Project Partner, **Poland**
www.pcc.org.pl/en



Poznan University of Economics and Business
Project Partner, **Poland**
ue.poznan.pl/en



UNIVERSITÀ
POLITECNICA
DELLE MARCHE

Università Politecnica delle Marche
Project Partner, **Italy**
www.univpm.it



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