



**Project Nr 399-1-1284-2016**

# STRATEGIC SKILLS TO COMPETE IN THE INTERNATIONAL MARKETS

**Workshop TRANSNATIONAL SEMINAR**

**SME’S COOPERATION POTENTIAL & OPPORTUNITIES THROUGH EUROPEAN FUNDING SCHEMES**

**Friday September 29 2017**

**14:00 - 18:15**

**c/o UNISEF LAB - Via Venzone, 12 – 31100 Treviso (TV)**

The Seminar will focus on concrete examples of support actions in the field of internationalization. Based on the experience of the “EXPORT ACADEMY” which has been activated by some of our project partners, the workshop will describe concrete examples of how transnational cooperation can help SMEs to jointly analyse and enter new markets.

The workshop will also provide the base to introduce some new project ideas which will be activated over the next 3 years. Therefore, the second part of the workshop will aim at exchanging ideas and priorities with the participating enterprises with a view to understand their potential interest for future action.

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| ***Programme*** | |
| 13:45  14:00  14:15  15:00  15:15  16:30 | ***Welcome and Registration Introduction (UNISEF Scarl & Fòrema)***  ***Internationalization: European Projects as a means to discover new markets - A. JESTER***  ***Participants’ feedback***  ***Transnational Case Studies: Examples and Case Studies of internationalization actions targeted to SMEs:***  ***Mind Consult & Research Gmbh - Austria - W. SCHRITTWIESER***  ***Croatian Chamber of Economy – R.PAPEC, K. MIKSAJ***  ***GZS Slovenia – M.OSOJNIK***  ***Participants’ feedback*** |
| 16:45 | ***Coffee Break*** |
| 17:00 | ***Italian Case Studies: Examples from Emilia Romagna and Lombardia - A. JESTER*** |
| 17:30 | ***Exploring future cooperation potential between Italy, Austria, Slovenia and Croatia*** |
| 18:15 | ***End of workshop*** |

