

# **EIS – Everywhere International SMEs Staff Exchange to Bologna/Emilia-Romagna Region 21-23 March 2018**

## ***Hosting Partner:***

**Emilia-Romagna Region  
Directorate General for Knowledge, Labour and Business Economy  
Service for Attractiveness and Internationalisation  
Via Aldo Moro, 44 – 20° floor – Bologna, Italy**

## ***Visiting partners:***

- 1. Central Denmark Region - Regional Development:**  
Malou Munkholm and Pia Marlene Nissen
- 2. ADRAL – Agencia de Desenvolvimento Regional do Alentejo:**  
Alexandra Correia  
**CCDRA - Comissão de Coordenação e Desenvolvimento Regional do Alentejo**  
Rosa Onofre

## **Day1 – Wednesday, 21 March 2018**

- 13.30 Meeting in Emilia-Romagna Region (tower 44), 20<sup>th</sup> floor
- 14.00 Beginning of the activities at Fair of Bologna  
Gian Luca Baldoni – Service for Attractiveness and Internationalisation, Emilia-Romagna Region
- Overview of Emilia-Romagna's support system for Internationalisation of SMEs: the ERGO 2017 – 2020 Programme
  - Overview of the Regional Fairs' System and of its international outreach
- Marco Momoli – Sales & Marketing Manager, Fair of Bologna  
Daniela Marmocchi – Fair of Bologna
- Overview of the Fair of Bologna
- 16.00 Coffee break  
Giuseppe Pierini – Promofiere srl  
Pascale Sonvico – Promofiere srl
- Measure 4.4 – Call for the internationalisation of the regional fairs' system
  - Results – Point of view of a beneficiary (Regional Fairs)
  - Wrap-up on measure 4.4
- 18.00 End of first day

## Day2 – Thursday, 22 March 2018

- 09.00 Meeting point at Piazza Maggiore, 1 (Bologna Welcome, in front of San Petronio church). We will walk to Confindustria (10 min.).
- 09.30 Beginning of the activities at Confindustria Emilia-Romagna (Via Barberia 13, Bologna). Member of the Local Stakeholder Group, is the Regional Business Association.
- Gian Luca Baldoni – Service for Attractiveness and Internationalisation, Emilia-Romagna Region:
- Regional Committee for Exports and Internationalisation: role of stakeholders in the system
- Camilla Giannotti – Internationalisation Area, Confindustria Emilia-Romagna:
- Short video on Confindustria Emilia-Romagna (6 min.)
  - Measure 4.1 – Call for systemic promotional projects supporting the internationalisation of the regional system towards priority countries.
  - Overview on Confindustria Emilia-Romagna system and connections with Emilia-Romagna Region
- 10.45 Coffee break
- 11.00 Maria Perrone - Internationalisation Service, Confindustria Emilia, Area Centre:
- Measure 4.1 – A case history, the project “Farete-international club”.
  - Wrap-up on measure 4.1
- Gian Luca Baldoni – Service for Attractiveness and Internationalisation, Emilia-Romagna Region and Giulia Basilici – Aster (member of the Local Stakeholder Group)
- Emilia-Romagna in Silicon Valley
- 13.00 Lunch break
- 14.00 Departure for the first Study Visit
- 14.45/15.00 TR.EM srl, Via Friuli 5, Osteria Grande (BO) - <http://www.trem.net/index.php>  
Matteo Belletti (Export Manager)
- 16.00 Departure for the second Study Visit
- 16.15/16.30 Design 24 srl, Via B. Tosarelli 284, Villanova di Castenaso (BO) -  
<https://www.24bottles.com/>  
Matteo Melotti (Legal Representative)
- 17.30 Departure to come back to Bologna
- 18.00 Bologna railway station and end of second day

**Day3 – Friday, 23 March 2018**

09.30 Meeting point at RER (tower 44), 20<sup>th</sup> floor

09.45 Beginning of the activities at Unioncamere Emilia-Romagna (Via Aldo Moro 62, Bologna). Member of the Local Stakeholder Group, is the Regional Association of the Chambers of Commerce of Emilia-Romagna.

Paola Frabetti – Responsible for Agri-food Internationalization, Unioncamere Emilia-Romagna:

- Measure 4.1 – Call for systemic promotional projects supporting the internationalisation of the regional system towards priority countries.

11.00 Coffee break

- Overview on Unioncamere Emilia-Romagna system and connections with Emilia-Romagna Region

To Be Confirmed the presence of another speaker

12.30 End of Staff Exchange