

Universidad Nacional del Litoral  
Santa Fe, ARGENTINA

Università Politecnica delle Marche  
Ancona, ITALIA

# Global Competitiveness Program for PyMEs (PCG para PyMEs)

## 2012



Universidad Nacional del Litoral  
Facultad de Ciencias Económicas

Università Politecnica delle Marche  
Facoltà di Economia "Giorgio Fuà"

# Participants

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Global competitiveness Program for PyMES is an academic activity emerged from an agreement between the Economic Science School of the Universidad Nacional del Litoral, Santa Fe, Argentina (UNL) and the Economic School “Giorgio Fuá” of the Università Politecnica delle Marche, Ancona, Italy (UPLM).

The 1<sup>st</sup> September 2012 a preparatory session was performed in the Economic Science School of the UNL (FCE). The students and the advisors board were welcomed by Luis Felipe Agramunt, Director of the European Studies Program of the UNL who coordinates the activities, the Secretary of Postgraduates Studies Hector De Ponti and the Dean of FCE Carlos Beltrán.

After the presentation of authorities the 27 students – 10 Italians, 4 Brazilian and 13 Argentine - were divided in six different groups. The Brazilians ones were invited to participate in this event because of the common work between the UNL and the Universidade Federal de Minas Gerais, Brazil (UFMG) and the interest of the UPLM to extend this activity to that country.

Monday 3<sup>th</sup> in the Superior UNL Board, the Principal of this institution Dr. Albor Cantard formally inaugurated the event remarking its importance for the Universities. He also thanked professor Giuseppe Canullo for all his support to make this initiative a reality.

In this session a representative of the Pompeu Fabra University of Barcelona was present and formally requested the incorporation of that institution to the Global Competitiveness Program for SMEs from the next year on.





The activities were performed by the six groups in the FCE classroom especially adapted for this occasion with all the necessary tools – wi fi connection, data base access, etc – and a comfortable shared environment which promoted the interaction between the groups and the mutual knowledge, one of the main objectives the program has. The official language of the program was English.

Thursday 4<sup>th</sup> the students visited the three companies in which each group had to work with different tasks, this activity motivated their research, analyses and their action proposal. The next few days all the students worked very hard during the whole day in the proposal design that they would present at the end of the program.



Dairy industry



Furniture factory



Pharmaceutical products



The general objective is to be able to experiment another way to see the business environment, to approach the reality, facing difficult situation from another perspective, appreciating the collective above the individual and developing a critics spirit allowing the construction of new abilities that the students will use in different challenges in their professional career.

Another objective of the program is the cultural experience and enrichment, which could be achived not only over the course of work, but also at the end of the workday, during evenings and weekends; through activities organized by the program support staff as well as the participants themselves.





Friday 14<sup>th</sup> the finally proposal of each group were presented as an answer to the initial task. This activity was showed through a report that was evaluated by the board of adviser and the representatives of each company involved, who also attended to an oral presentation made according to a methodological lines previously set.

In this way, the companies received suggestion from highly qualified consultants previously validated by the advisors, remunerating their goodwill to participate in the program.

The students had the opportunity to work in a real case with the support of international advisors, designing proposals that they must justify not only to their teachers, but also to representatives of the companies involved.

That night, was the farewell dinner and closing ceremony of the program. Just participating students, teachers and school authorities: the Dean Carlos Beltran, the Director of International Relations Luis Felipe Agramunt, Postgraduate Secretary Hector De Ponti, and as representative of the region delle Marche, Fernando Palotti .



In an touching gathering were given participation certificates guaranteed by the UNL and UPLM, in addition, several presents were given to the foreign students among them there was a magazine describing their experiences during the program.

The ceremony concluded with a video, especially dedicated to students, made by the program's support staff and, finally, the speech of the School's Dean congratulating and thanking the participants for this valuable international experience.

Thanks to all the students, advisors, support staff ( Marcia Moroni, Rut Azerrad, Agostina Pastore, Agostina Gerboni) and specially to our Dean to let us to do this activity. We hope to see all of you as soon as possible.

September 2012, Santa Fe, Argentina

