

Global Competitiveness Program for SMEs

Universidad Nacional del Litoral
Santa Fe, ARGENTINA

Università Politecnica delle Marche
Ancona, ITALIA

Authorities

Mg. Liliana Dillon
Dean of School of Economics
Universidad Nacional del Litoral, Santa Fe, Argentina

Prof. Hector de Ponti
Vice Dean of School of Economics
Universidad Nacional del Litoral, Santa Fe, Argentina

Arq. Miguel Rodriguez
Head of Internationalization
Universidad Nacional del Litoral, Santa Fe, Argentina

Prof.
GCP Coordinator UNL
Universidad Nacional del Litoral, Santa Fe, Argentina

Prof. Giuseppe Canullo
GCP Coordinator UNIVPLM School of Economics Giorgio Fuà.
Universidad Politécnica Delle Marche, Ancona, Italia

Board of advisors

Prof. Alberto Cusi
Global Marketing Professor Universidad Politécnica Delle Marche, Ancona, Italia

Prof. María Fernanda Andrés
School of Economics
Universidad Nacional del Litoral, Santa Fe, Argentina

Prof. Victoria Armando
School of Economics
Universidad Nacional del Litoral, Santa Fe, Argentina

Coordinator Staff

Prof. Emir Espinoza
CPN Marcia Moroni
Alejandro García

Consultants (Students)

Franco Dalinger (Argentina)

María Eugenia Giubergia (Argentina)

Nicolás Recamán (Argentina)

Macarena Taboada (Argentina)

Joaquín Díaz (Argentina)

Fausto Grippaldi (Argentina)

María Belén Ramírez (Argentina)

Agustina Rutenberg (Argentina)

Tomás Busaniche Iturraspe (Argentina)

Chiara Organari (Italy)

Leonardo Principi (Italy)

Matteo Magnanelli (Italy)

Chiara Fratoni (Italy)

Alice Bertozzi (Italy)

Domenico Cilli (Italy)

Giulia Morresi (Italy)

Chiara Boccia (Italy)

Yanet Woldai (Germany)

Maria Jose Zapata Gonzalez (Germany)

THE ELEVENTH EDITION of the Global Competitiveness Program for SMEs (GCPyMES) was held during two weeks in the School of Economics of the Universidad Nacional del Litoral (UNL), from 30th 1st to 12th August, 2022. The Program was attended by 19 students, 8 students from Università Politecnica delle Marche (Italy), 2 from the Kaiserslautern University of Applied Sciences (Germany) and 9 students from the School of Economics of the Universidad Nacional del Litoral (Argentina).

This program gives the students the opportunity to get in contact with real companies in Argentina presenting real problems they face. It is a challenging experience where not only attendants put in practice the knowledge they got at regular courses but most importantly, offers the opportunity to communicate, work and share with colleagues from other parts of the world, working together in a consultancy-like experience.

Welcome Activities:

On August 1st, the Vice Chancellor, Larisa Carreras; the Dean of the School of Economics, Liliana Dillon; the professor of UNIPm, Alberto Cusi; and the rest of authorities and the Advisors of the program gave a welcoming reception to the participants on the "Rectorado" building of UNL. The authorities emphasized the importance of this program for the internationalization process of the participating universities. After this meeting, the company assignments were presented to each group which prepared the meetings with the companies' owners or management that were held during the morning.



Meetings with real companies

The students were divided into 4 groups according to their backgrounds to work on the consultancy assignments given by the companies. On the first day of the program they have the virtual meetings with the following companies: Qfarm (Italy), Unibaio (Mar del Plata), Novosense (Córdoba) and Precission (Parque Tecnológico Litoral Centro, Santa Fe).



Working days.

The following days, all the groups started to work very intensively on the tasks during the mornings, and in the afternoons, they had daily meetings with the International Board of Advisors, where they showed their progress and got international guidance.

On wednesday, august 03th, the consultants visited the "Parque tecnológico Litoral Centro" and "Aceleradora del Litoral" to learn more about the Santa Fe's business development site.



Laisure Activities

Besides the academic activities, students and professors spend some time out with their colleagues getting the most out of the Argentinean culture. Walking tour in Santa Fe's Historic area. Consultants were also able to enjoy traditional Argentinean food.





Final Presentations

On Friday 12th August, each group gave the final presentations to the representatives of each participating company at School of Economics. These meetings were based on the final reports, previously assessed by the Board of Advisors. In this way, companies received suggestions from qualified consultants and students had the opportunity to work in a real case, with the support of international advisors.



Thank you to all the participants and professors for making this Program possible. We hope you have spent a very good time in our University and in our city.

UNIVERSIDAD NACIONAL DEL LITORAL

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FCE UNL - FACULTAD DE CIENCIAS ECONÓMICAS

UNIVERSITÀ POLITECNICA DELLE MARCHE

