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Participating Students

- **Università Politecnica delle Marche (Italy):** Raj Veroli, Davide Ricciotti, Elena Ceresoni, Sara Angelone, Martina Marincioni, Beatrice Mercuri, Marco Buscarini, Sultan Aitbekov, Chiara Lella, Alina Adriana Balint.
- **Kaiserslautern University of Applied Sciences (Germany):** Frederik Weber.
- **Universidad Nacional del Litoral, Faculty of Economic Sciences (Argentina):**
 - Undergraduate: Ernestina Salinas, Agustín Mingardi.
 - Graduate: Constanza Bertone, Franco Lucas Maggi, Fiana Lugo, Nahuel Coradini, Enrique Marengo, Federico Coppola, Damian Rubin.
- **ACICE – Agency for Cooperation, Investments and Foreign Trade of the City of Santa Fe:** Nicolás Augusto Quadro, Antonella Gosso.

The fourteenth edition of the Global Competitiveness Program for SMEs (GCPyMES) took place over two weeks at the Faculty of Economic Sciences of the Universidad Nacional del Litoral (UNL), from July 27 to August 7, 2026. The program brought together 22 participating students: 10 from the Università Politecnica delle Marche (Italy), 1 from the Kaiserslautern University of Applied Sciences (Germany), 9 from the Universidad Nacional del Litoral (Argentina), and 2 from the Agency for Cooperation, Investments and Foreign Trade of the City of Santa Fe (ACICE).

This initiative offers students the chance to work alongside real Argentine companies on actual challenges. It provides a demanding experiential setting where participants go beyond their academic coursework to collaborate with international peers within a consultancy-style framework.

Welcome Activities

On July 27, activities began with an opening ceremony led by the Rector of UNL, the Vice-Rector and Dean of the Faculty of Economic Sciences, the Director of Internationalization, the GCP Coordinator for UNL, and other university authorities, alongside representatives from the Tourism departments of the Santa Fe Provincial Government. Following the official welcome, the company challenges were assigned to each team, after which participants organized their initial meetings with company leaders to be held later that same day.

Meetings with Companies

Students were organized into 4 groups to conduct internationalization consultancies assigned by participating companies. The companies selected for this edition were Séquito Gin, Adinnova, COYA Software, and Reforest Latam. Client interviews and working sessions began on day one, with several teams conducting on-site company visits throughout the program.

Working Days

Throughout the program, teams worked intensively on their deliverables during morning sessions. In the afternoons, they met daily with the advisory team for progress evaluations and strategic guidance. Additionally, participants utilized the FCE virtual learning platform, which served as a centralized hub for resource materials, announcements, task management, and progress reports.

Recreational Activities

Alongside their academic work, students and faculty immersed themselves in local cultural experiences. The schedule featured city tours, evening outings, and outdoor activities in a collaborative atmosphere, including a tour of the Santa Fe Brewery, a walk through the historical Jesuit Block, and a ride on the city's tourist bus.

Final Presentations

As the outcome of the consultancy process, each international team developed a comprehensive technical report offering strategic recommendations to address their assigned company's internationalization goals. Supported by thorough market diagnostics and field analysis, these reports established the technical feasibility of entering target

markets. The participating business owners expressed strong satisfaction with the high level of professionalism, commitment, and dedication demonstrated by the students.

In conclusion, this edition of the Global Competitiveness Program for SMEs (GCPyMES) fully achieved its objectives by delivering an invaluable educational experience centered on real-world business challenges and cross-cultural teamwork. The students' strong performance and technical rigor earned explicit recognition from both business leaders and faculty advisors. By blending academic rigor with cultural exchange, the program enhanced both specialized knowledge and interpersonal competencies, further enriched by international tutors. Ultimately, initiatives of this nature strengthen student development while reinforcing the global partnerships, prestige, and international standing of the Faculty of Economic Sciences.

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Programa Competitividad Global Edición 2026

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