

Authorities

Mg. Liliana Dillon

Dean of School of Economics

**Universidad Nacional del Litoral, Santa Fe, Argentina**

Dra. Larisa Carrera

Head of the Institutional Development and Internationalization

**Universidad Nacional del Litoral. Santa Fe, Argentina**

Dr. Luis Felipe Agramunt

School of Economics

**Universidad Nacional del Litoral, Santa Fe, Argentina**

GCP Coordinator UNL

Prof. Giuseppe Canullo

School of Economic Giorgio Fuà.

**University Politecnica delle Marche, Ancona, Italy.**

GCP Coordinator UNIVPLM

Board of advisors

Prof. Alberto Cusi

Global Marketing Professor

**University of Cantabria, Santander, Spain**

Prof. Elisa Barabiar Diez

**Universidad Nacional del Litoral, Santa Fe, Argentina**

Prof. María Fernanda Andrés

School of Economics

Universidad Nacional del Litoral, Santa Fe,

Argentina

Prof. Luciana Giacosa

School of Economics

Universidad Nacional del Litoral, Santa Fe,

Argentina

Prof. Virginia Inés Rivero

School of Economics

Universidad Nacional del Litoral, Santa Fe,

Argentina

Prof. Brenda del Valle Rojas

School of Economics

Universidad Nacional del Litoral, Santa Fe,

Argentina

General Program Coordinator

Cascino, Romina

School of Economics

Universidad Nacional del Litoral, Santa Fe,

Argentina

Students

COSENZA, Luca (Italy)

D'AREZZO, Matteo (Italy)

MARCONI, Daniele (Italy)

QUINTILI, Valerio (Italy)

RINALDI, Lucrezia (Italy)

LUST, Philipp (Germany)

LUPFER, Philipp Tobías (Germany)

KAYED, Mehregan (Germany)

NELLESEN, Matthias Sebastian (Germany)

STEUERNAGEL, Lara Johanna (Germany)

MÜLLER, Juliane (Germany)

ZIWES, Helena Heike (Germany)

CAVALCANTI VASQUES, Artur (Brasil)

BARION, María Cecilia (Argentina)

ECHEVARRÍA, Exequiel (Argentina)

CANDIA, Enzo Martin (Argentina)

CARBALLADA, Joaquín (Argentina)

The twelfth 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 28th August to 8th september, 2023. The Program was attended by **17** students, **5** students from *Università Politecnica delle Marche (Italy)*, **2** from *Karlsruhe University of Applied Sciences (Germany)*, **5** from the *Kaiserslautern University of Applied Sciences (Germany)* and **5** students from 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 28th, the Dean of the School of Economics, the rest of authorities and the Advisors of the program gave a welcoming reception to the participants. In this event, Florencia Puccinelli and Juliàn Esterellas, were remembered and honored. They have been active participants in the program since 2012. The authorities emphasized the importance of this program for the internationalization process of the participating universities.

After this meeting, the students took a guided tour of the building of the UNL and the Parque Tecnológico Litoral Centro.

Then the company assignments were presented to each group which prepared the meetings with the companies' owners or management that were held during the first day.

## **MEETINGS WITH COMPANIES**

The students were divided into 4 groups according to their backgrounds to work on the consultancy assignments given by local companies. On the first day of the program they meet with the following companies: ***Bitwise, HomoFoods, Aló*** and ***Bluedoter***.

## **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.

## **LEISURE ACTIVITIES**

Besides the academic activities, students and professors spend some time out with their colleagues getting the most out of the Argentinean culture. Walks, clubbing and outdoors activities were organized setting a real friendly environment, visit to the Constitution Museum, visit to the brewery of the city and the Day of Fraternization.

## **FINAL PRESENTATIONS**

On Friday 8th September, each group gave the final presentations to the representatives of each participating company at the 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.

#### **INTERNATIONAL VISITORS TO THE 12<sup>th</sup> EDITION**

Prof. Elisa Baraibar Diez - Vice Dean of Planning, Digitalization and International Relations of the University of Cantabria - Spain, was part of the Board of advisors during the 2 weeks of the program development and held work meetings with the team that presented a joint collaboration project of Internationalization : "Problems of Family Businesses and challenges of business families".

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