

Universidad Nacional del Litoral
Santa Fe, ARGENTINA

Università Politecnica delle Marche
Ancona, ITALIA

Global Competitiveness Program for **SMEs**



Global Competitiveness Program for **SMEs**

Authorities

Prof. Carlos Beltrán
Dean of School of Economics
Universidad Nacional del Litoral, Santa Fe,
Argentina

Ing. Julio Theiler
Head of International Office
Universidad Nacional del Litoral. Santa Fe,
Argentina

Arq. Miguel Rodríguez
International Cooperation Director
Universidad Nacional del Litoral, Santa Fe,
Argentina

Prof. Florencia Puccinelli
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

Collaboration

Ing. Hugo Erbetta
Sunchales-Rafaela Headquarter Director
Universidad Nacional del Litoral, Santa Fe,
Argentina

Board of advisors

Prof. Alberto Cusi
North Western University, Chicago, Illinois,
USA and University Politecnica delle Marche,
Ancona, Italy
Global Marketing Professor

Prof. Julián Esterellas
School of Economics
Universidad Nacional del Litoral, Santa Fe,
Argentina

Prof. Florencia Puccinelli
School of Economics
Universidad Nacional del Litoral, Santa Fe,
Argentina

Prof. Daniela Sani
School of Economic Giorgio Fuel
University Politecnica delle Marche,
Ancona, Italy

Students

Acosta, Fátima (Argentina)
Albanesi, Giovanna (Italia)
Barón, Andrea Jorgelina (Argentina)
Bermudez, Marcos (Argentina)
Consorti, Raffaele (Italia)
Curá, Yamil (Argentina)
D'Antonio, Claudia (Italia)
Della Torre, María (Argentina)
Diaz Cruz, Sylmarie (Puerto Rico)
Endres, Björn (Alemania)
Fazzini, Cristina (Italia)
Fernandez Rivera, Wesley A. (Puerto Rico)
Francioni, Ilaria (Italia)
Genov, Ruslan (Bulgaria)
Gentili, Sara (Italia)
Lepore, Dominique (Italia)
Mengoni, Claudia (Italia)
Möller, Jan (Alemania)
Muñoz, Fátima (Argentina)
Paolucci, Matteo (Italia)
Ravazzani, Ezequiel (Argentina)
Rodeles Antonelli, María Belén (Argentina)
Tran, Matthias (Alemania)
Valerii, Serena (Italia)

Coordination Staff

Cascino, Romina
Mondino, Micaela



The fifth edition of the Global Competitiveness Program for SMEs (GCPyMES) was held once again during one week in the headquarters of the Technological Educational Centre of the Association of Workers of the Dairy Industry In Argentina (ATILRA) and in the second week in the School of Economics of the Universidad Nacional del Litoral (UNL), from 29th August to 9th September, 2016.

The Program was attended by 24 students, ten belonging to the Università Politecnica delle Marche (Italy), two from the Universidad Interamericana de Puerto Rico (Puerto Rico), four from the Universidad Autónoma de Entre Ríos and five students of the MBA from the School of Economics of the Universidad Nacional del Litoral (Argentina).

FCE

UNL



WELCOME ACTIVITIES

On 29th August, the GCP Program Academic Coordinator for the UNL, Prof. Florencia Puccinelli, the Director of International Relations, Prof. Julián Esterellas, the professors from Università Politecnica delle Marche, Alberto Cusi and Daniela Sani opened the Program at Hotel UNL-ATE, emphasizing the importance of this kind of activities for the internationalization of the participating universities.

At this fifth edition, the Program included the special participation of Prof. Gisela Carrero from Universidad Interamericana de Puerto Rico, Recinto de Bayamón.

After this meeting, the company assignments were presented to each group and then the students and the professors had lunch at FCE-UNL.



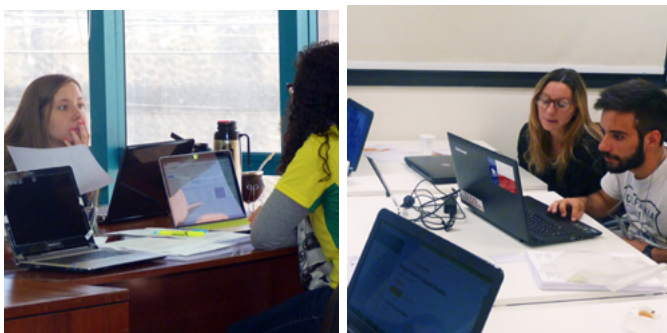
VISIT TO THE COMPANIES

The students were divided into 4 groups, according to their courses profiles and ensuring the multiculturalism, to work on consultancy assignments given by companies, from Santa Fe and Rafaela. Therefore, from Monday 29th to Tuesday 30th August, every group had a meeting with the managers of the companies, where they could get to know more about the corresponding business activities.

The participating companies of this edition were: Culzoni SA, Zoovet, Lipomize (Santa Fe) and Williner (Rafaela)

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 where they also had the chance to make any necessary queries.



LEISURE ACTIVITIES

As with any international program, besides the academic activities, it is important to spend some time out to share customs and culture of each of the participating countries. Therefore, Italians, German, Puerto-Rican and Argentinians went out and spend some time together, playing football, eating “asado”, and learning to dance Argentinian music.



FINAL PRESENTATIONS

On Friday 9th September, each group gave the final presentations to the representatives of each participating company, following the initial task, in the School of Economics. These meetings were based on the final reports, previously assessed by the Board of Advisors.

In this way, the companies received suggestions from qualified consultants. The students had the opportunity to work in a real case, with the support of international advisors, designing proposals that they had to justify, not only in front of their professors but also in front of the companies' representatives.



Thank you to all the participants and professors for having made this Program possible. We hope you have spent a very good time in our University and in Santa Fe. We also want to thank to ATILRA for all their support.

UNIVERSIDAD NACIONAL DEL LITORAL



ORGANIZAN



UNIVERSIDAD NACIONAL DEL LITORAL
FACULTAD DE CIENCIAS ECONÓMICAS



Università Politecnica delle Marche
Facoltà di Economia "Giorgio Fuà"

PATROCINAN

