

# Global Competitiveness Program for **PyMES**

23<sup>rd</sup> August - 5<sup>th</sup> September

2014



Universidad Nacional  
del Litoral (UNL)



UNIVERSITÀ POLITECNICA  
DELLE MARCHE



Programa de Estudios Europeos  
Universidad Nacional del Litoral

With the support of



**CET Atilra**  
Sunchales

## GLOBAL COMPETITIVENESS PROGRAM FOR PYMES

### FINAL REPORT

*August 23<sup>rd</sup> – September 5<sup>th</sup>, 2014*

*Universidad Nacional del Litoral*

The third edition of the Global Competitiveness Programme for SMEs (GCPyMES) took place, once again at the Faculty of Economics (FCE) of the Universidad Nacional del Litoral (UNL), this time with the peculiarity that it has been made one week in the facilities of the Educational and Technological Center of the Association of Dairy Industry Workers of Argentina (CET – ATILRA), and the second week in the Faculty of Economics.

The CET ATILRA has provided their facilities to all the participants: classrooms equipped with Wi-Fi, printers and computers; a hotel (bedrooms, living and dining room) where a meal service was offered; and the Auditorium of the Center. Students and professors have been constantly supported by the staff of ATILRA to solve their requirements at all times.

In this edition, 24 students participated in the Program: ten belonging to the Università Politecnica delle Marche (Ancona, Italy), eight to the Universidad Nacional del Litoral (Santa Fe, Argentina), three from the Universidade Federal de Minas Gerais (Belo Horizonte, Brazil) and, for the first time, three students from the University of Applied Sciences Kaiserslautern (Kaiserslautern,



Germany), who are currently in the Faculty of Economics taking finance courses and conducting a supervised professional practice in a company, within the framework of the binational degree "Master in Administration and Finance".

Students' work was accompanied by an international team of advisors formed by a professor from the Università Politecnica delle Marche, one from the North Western University of Chicago (USA), and three from the Universidad Nacional del Litoral.

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## WELCOME ACTIVITIES

On Saturday 23<sup>rd</sup> August, it took place the opening of the GCPyMES at the Faculty of Economics-UNL. In this opportunity, the Academic Coordinator of the GCPyMES by UNL and the director of the European Studies Program (PEE) UNL, Luis Felipe Agramunt, and also on behalf of the Coordinator by Università Politecnica delle Marche, Professor Giuseppe Canullo, who did not could be present in this edition, opened the edition. Next, the dean of the FCE, Carlos Beltran, gave his welcome. There were also presents the Secretary of International Relations of the UNL, Julio Theiler, and the group of advisors.

After the ceremony, there were given the assignments to each of the 4 groups, formed according to their academical profiles and ensuring multiculturalism, and they started to discuss, debate and establish the firsts lines of action.

That same day, a welcome lunch was held at the Costanera (riverwalk) of the city of Santa Fe.



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On Monday 25<sup>th</sup> August, a GCPyMES formal opening ceremony was held in the Superior Council at the main building of the UNL. In the morning, the Rector Albor Cantard, along with authorities of the University, welcomed the 24 participants who would perform, during the following two weeks, consulting work for four small and medium enterprises in the region.



At noon, students, teachers and coordinators arrived in the city of Sunchales and were received in the CET ATILRA. The fundamental reason why the first week of the program was developed on the headquarters of the CET, is the fact that since the Rafaela-Sunchales Head UNL are encouraging academical activities from different areas of the UNL. Thus, it should be thank the assistance and support of Ing. Hugo Erbetta responsible for this new area of the University.



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## COMPANIES MEETINGS

On Monday 25<sup>th</sup> August the four teams had meetings with managers of the companies involved in the program at the headquarters of the Center for Technological Innovation and Social Enterprises (CITES) from the Group Sancor Seguros.

The CITES aims to generate a cluster of technology companies and exercise a role as a linker between areas of research, production and business, through an interdisciplinary support between technology and business areas in order to strengthen technological, economic and social development of the region and the country.

During the meetings, students were able to know in greater depth the assignments given and made queries in order to achieve them.

The companies participating in this edition were:

### VISUALIS INTEGRAL

Visualis is a spin-off company from the private Group Sancor Seguros. Their management information software is focused in geo-referenced information for the insurance sector. The technological side of the project is provided by Kinexo, a company that specializes in IT developments.

Visualis' goal in the medium and long term is to develop specific products targeted to the financial sector. The firm, incubated at CITES, is currently working on new IT and biotech developments for Latin American and Argentine markets.

### MAVHA

MAVha is a young software company focused on two types of solutions: CRMs and BI and Big Data. MAVha commercializes CRMs products and services in the airlines and pharmaceutical industries with different partners in Latin America and Europe. In addition, BI and Big Data solutions for local B2B market, based on open source technologies are commercialized as a software development service.

Web: [www.mavha.com/](http://www.mavha.com/)

### SISMO GAMES

SISMOGAMES, is an Argentine company specialized in video games development for social networks, mobile and tablets. It has been in the industry for more than 8 years and it has developed over 100 videogames, most of them for third companies and only a few under the SISMOGAMES brand.

In 2009, SISMOGAMES became the third video game company in Argentina that have certified ISO 9001:2008 for the "Development and Commercialization of videogames".

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SISMOGAMES got from the beginning an international view of the businesses and markets when it created digital art for companies in London. Through the years, some programmers were hired to create something more than just art. After different tests and working hours, the company started offering videogame developments. Today, the company offers developments for Facebook, iOS and Android mobiles and tablets.

Most of the actual clients are from England, United States, Israel, Netherlands and Spain. Recently, some developments are being generated to local clients.

Web: [www.sismogames.com](http://www.sismogames.com)

### PHYLUM TECH

PHYLUMTECH is an academic-private venture dedicated to offer technological solutions for the drug discovery field. This startup company had its origin at Leloir Foundation in 2009, an academic research institute in Buenos Aires city, and moved to Santa Fe's province last year.

The biotechnology startup has been working in the development of two business units: "products" and "services". Its objective is growing globally with innovative product sales, in particular in the niche of small animal research. Furthermore, the drug discovery service is oriented to provide to local or regional pharmaceutical companies the capability of developing new drug entities.

Web: [www.phylumtech.com/](http://www.phylumtech.com/)



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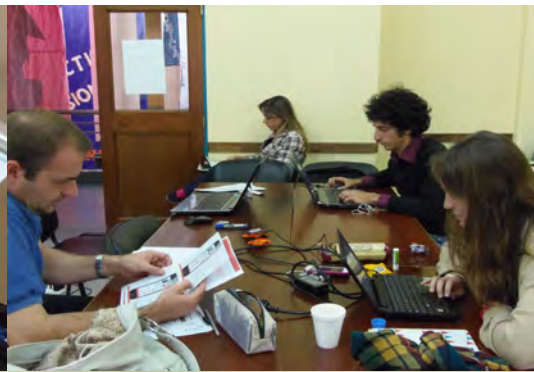
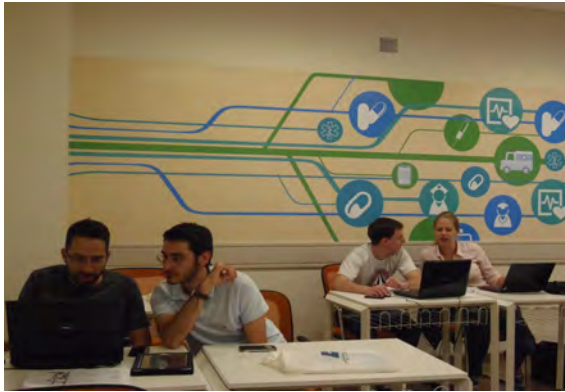


## WORKING DAY

During the following days, the groups worked on the assignments, following workplans previously outlined from 9:00 to 18:00. During the afternoon, they had meetings with teachers, who guided the researchs, performed corrections and suggestions, and answered to the queries of the groups.

Since the official language of the Program is English, meetings with companies, exchanges with advisors, the final report and the corresponding presentation were conducted in that language, to which all participants were required a minimum certificate level. Before the Program the Faculty of Economics offered a short English course for the Argentinian students to update their knowledge. This activity was carried out for eight weeks before the start of the GCPyMES.

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## LEISURES ACTIVITIES

During the first week, the CET ATILRA organized for each night, cultural activities that had in charge of the Sunchales City Hall Liceum: on Monday 25<sup>th</sup> August there was a Tango show; on Tuesday 26<sup>th</sup> August a folk dance show and on Wednesday 27<sup>th</sup> August Latin American rhythms. After the shows, they offered dance lessons for students and teachers.



Also on Thursday 28<sup>th</sup> August, the UNL Choir participated with a play called "Ludus Eroticus". All activities were always opened to the general public and allowed foreign participants to get a closer approach to the local culture and customs.

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During the second week, the FCE organised a visit to the Brewery Santa Fe and after that, students shared a meal in its beer garden.



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## FINAL PRESENTATIONS

Finally on Friday 5<sup>th</sup> September, each group submitted a Final Report, previously assessed by the board of advisors, who included the development of proposals to the initial assignments. They presented their final suggestions in the FCE to representatives of CITES and companies, advisors and to the Coordinator of the GCPyMES.

Companies received suggestions or recommendations of students acting as consultants, and the students had the opportunity to work on real cases, with the support and monitoring of an international committee of professors, designing proposals that had to be properly justified.



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## FAREWELL DINNER

On the night of Friday 5<sup>th</sup> September, the participants enjoyed a farewell dinner with professors and UNL authorities. During the meeting, a video was played and certificates and gifts were delivered.



Santa Fe, September 9<sup>th</sup>, 2014

Luis Felipe AGRAMUNT  
Academic Coordinator of the GCPyMES  
Universidad Nacional del Litoral

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## **ANNEX A**

### **PARTICIPANTS**

#### **AUTHORITIES**

Ing. Julio Theiler  
International Relations Secretary  
Universidad Nacional del Litoral, Santa Fe, Argentina

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

Prof. Luis Felipe Agramunt  
Faculty of Economics  
Universidad Nacional del Litoral, Santa Fe, Argentina  
Professor and GCP Director UNL

Prof. Giuseppe Canullo  
Faculty of Economics Giorgio Fuà.  
Università Politecnica delle Marche, Ancona, Italy.  
Professor and GCP Director UNIVPLM

#### **COLLABORATION**

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

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## BOARD OF ADVISORS

Prof. Alberto Cusi

North Western University, Chicago, Illinois, USA and Università Politecnica delle Marche, Ancona, Italy  
Global Marketing Professor

Prof. Daniela Sani

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Faculty of Economics  
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## STUDENTS

Antonelli, Ilaria (Italy)  
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Bregoli, Sonia (Italy)  
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De Souza Cruz Salomão, Caroline (Brazil)

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Kraft, Rajko (Germany)  
Luciani, Luca (Italy)  
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Mahieu, Josefina (Argentina)  
Marini, Matteo Maria (Italy)  
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**COORDINATION STAFF**

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Casim, Anisé  
De Ponti, María Eugenia  
Pastore, María Agustina  
Rivero, Virginia

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## **ANNEX B**

### **MEDIA COVERAGE REPORT**

#### **First week**

- News written before the start of GCPyMES, which was sent to the local media through regional newsletter UNL: "Argentine and foreign students will meet in the GCPyMES" - published on Wednesday 20<sup>th</sup> August in web media UNL. Link: <http://bit.ly/1ArBF1>
- News on the web UNL, "The Global Competitiveness Program for SMEs began" - published on Monday 25<sup>th</sup> August. Link: <http://bit.ly/1uGv9Go>
- Interview with the Rector of the UNL for "Punto Info" (news of the University). Link: <http://bit.ly/1utdYcm>
- Coverage of the Program's activities in the social networks of the Secretary of International Relations (SRI) UNL: fan page on Facebook ([www.facebook.com/SRIUNL](http://www.facebook.com/SRIUNL)) and on Twitter ([www.twitter.com/SRI\\_UNL](http://www.twitter.com/SRI_UNL)).
- Photo coverage of the first week: the album was created on the SRI Facebook: "3<sup>rd</sup> edition of the Global Competitiveness Program for SMEs". Link: <http://on.fb.me/1okY6DM>
- On Tuesday 26<sup>th</sup> August, two students were interviewed by telephone for the radial broadcast "Estación X" 103.5 FM UNL: Martin Lupa, Accountancy student in the FCE, and Raul Inui, PhD student in Business Administration from the Universidade Federal de Minas Gerais (Brazil).

Audio of the broadcast: <http://bit.ly/1qATLkz>

#### **Second week**

- Monday 1<sup>st</sup> September: Radial broadcast "Estación X" 103.5 FM at UNL, with Prof. Florencia Puccinelli, one of the advisors belonging to the FCE - UNL.

Audio of the broadcast: <http://bit.ly/1ArVo53>

- Tuesday 2<sup>nd</sup> September: another radial broadcast was made with María Victoria Armando, student of the Master of Business Administration from the FCE and Luca Luciani, student of Economics and Business at the Università Politecnica delle Marche (Italy).

Audio of the broadcast: <http://bit.ly/1w92OMZ>

- Friday 5<sup>th</sup> September: A closing news was sent to the local media through regional UNL newsletter: "The Global Competitiveness Program at UNL finished" Link: <http://bit.ly/1pJ08wR>
- Interview to Luis Felipe Agramunt, European Studies Program Director and Coordinator of the GCPyMES for Punto Info (news of the University). Link: <http://bit.ly/1p06KXI>
- Full photographic record: <http://bit.ly/1uGwvF>

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