

Universidad Nacional del Litoral  
Santa Fe, ARGENTINA

Università Politecnica delle Marche  
Ancona, ITALIA

# Global Competitiveness Program for **SMEs**



ORGANIZAN



UNIVERSIDAD NACIONAL DEL LITORAL  
FACULTAD DE CIENCIAS ECONÓMICAS



Università Politecnica delle Marche  
Facoltà di Economia "Giorgio Fuà"

# Global Competitiveness Program for SMEs

## Authorities

**Prof. Sergio Hauque**  
Dean of School of Economics  
Universidad Nacional del Litoral, Santa Fe,  
Argentina

**Abog. Pedro Sánchez Izquierdo**  
Head of the Institutional Development  
and Internationalization  
Universidad Nacional del Litoral, Santa Fe,  
Argentina

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

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

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

## Students

Maria Narela Gonzalez (Argentina)  
Juan Francisco Berli (Argentina)  
Valentina Micaela Miciullo (Argentina)  
Santiago Destéfani (Argentina)  
Mariano Llapur (Argentina)  
Yamila Micaela Heffner (Argentina)  
Martín Francisco Gandolfo (Argentina)  
Ina Klinger (Germany)  
Marcel Peter (Germany)  
Melissa Zehner (Germany)  
Melina Karamitsos (Germany)  
Julian Fess (Germany)  
Liza Xhaxho (Albania)  
Dilixiati Mayinuer (China)  
Stefano Luzi (Italy)  
Milo Caporelli (Italy)  
Alessandro Agnesi (Italy)  
Leandro Prendi (Italy)  
Luana Leone (Italy)  
Andrea Gasparroni (Italy)  
Andrea Polini (Italy)  
Francesca Marinelli (Italy)  
Danahe Miranda Hayes (Bolivia)

## Coordination Staff

Romina Cascino  
Virginia Salazar  
María Josefina Alvarez  
Virginia Rivero

THE EIGHTH 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 29th July to 9th August, 2019. The Program was attended by 23 students, 10 students from *Università Politecnica delle Marche (Italy)*, 3 from *Karlsruhe University of Applied Sciences (Germany)*, 3 from the *Kaiserslautern University of Applied Sciences (Germany)* and 7 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.

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## WELCOME ACTIVITIES

On July 29th, the Dean of the School of Economics, the rest of authorities and the Advisors of the program gave a welcoming reception to the participants. 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.



## VISITING THE COMPANIES

The students were divided into 5 groups according to their backgrounds to work on the consultancy assignments given by local companies. On the first day of the program they visited the following companies: *INGEAP (Parque Tecnológico Litoral Centro, Santa Fe)*, *PRECISION (Parque Tecnológico Litoral Centro, Santa Fe)*, and videocalls were made with the company *ARBACIA (Puerto Madryn)*.

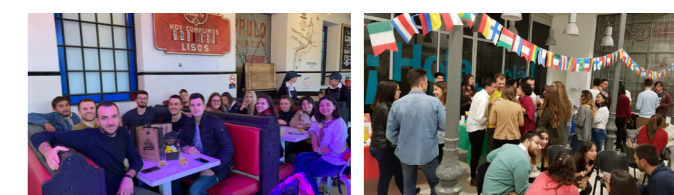


## WORKING DAYS

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, Workshop of Tango, Day of Fraternalization, visit to the brewery of the city.



## FINAL PRESENTATIONS

On Friday 9th 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.

## INTERNATIONAL VISITORS TO THE 8TH EDITION

**Prof. Ivica Rogina** (Karlsruhe University of Applied Sciences - Germany): Prof. Rogina was part of the 2nd week of the GCPyMES and gave two lectures (also open to the public) on the Use of Statistics and the Evolution of the Internet.

**Prof. Lyal White** (University of Johannesburg – South Africa): Prof. White, Director of the Business School, visited us, with the intention to learn about the program and include South African students in the future editions.



**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