

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
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Global Competitiveness Program for SMEs

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THE SEVENTH 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 30th July to 10th August, 2018. The Program was attended by 26 students, 6 students from *Università Politecnica delle Marche (Italy)*, 4 from *Karlsruhe University of Applied Sciences (Germany)*, 7 from the *Kaiserslautern University of Applied Sciences (Germany)* and 9 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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UNL



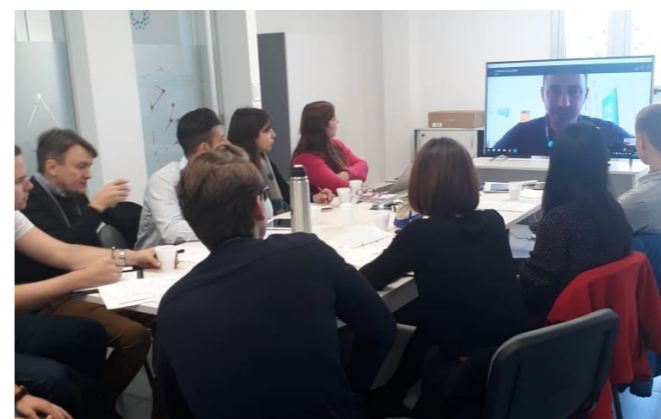
WELCOME ACTIVITIES

On July 30th, 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.



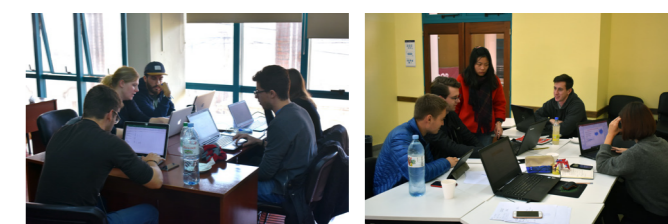
VISITING THE COMPANIES

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: **Pixel's Hive** (Santa Fe), **Acronex** (Parque Tecnológico Litoral Centro, Santa Fe), and videocalls were made with the companies **Nairobi** (Buenos Aires) and **Nanótica** (Buenos Aires).



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 10th 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.

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