



Projet cofinancé par le Fonds Européen de Développement Régional (FEDER)  
Project cofinanced by the European Regional Development Fund (ERDF)



PROMOS

Previous experiences

Internationalization and territorial marketing

WP3: Transnational access to funding

PARTNER: PROMOS

NAME OF ACTION	TYPE OF ACTION	MOTIVATION/CHALLENGE TO SOLVE	OBJECTIVES	TARGET GROUPS	SECTORS	IMPLEMENTATION MODEL	DATES	COST	RESULTS	SUCCESS FACTORS	RECOMMENDATIONS /COMMENTS
Specific actions developed by your institutions in this field	Service (permanent); programme; activity	Pertinence with the context and the identified needs of target groups.	Objectives to be achieved	Collective to which the action is addressed	Economic sector in which the action is framed	Detailed description of the executed activities. Collaboration with other stakeholders, specify if Public-Private Partnerships	Year in which it was implemented and duration	Estimated cost if available	Results and impact achieved	Key factors for the success of the action	
1 INVEST IN MILAN	Permanent	Promotion of international investments in Milan and in the Lombardy Region	<ol style="list-style-type: none"> <li>To enhance and capitalize international investment flows and promote foreign investment in Milan and Lombardy</li> <li>To promote the city of Milan as a strategic location for foreign investments</li> <li>To promote and enhance the investment opportunities offered by the territory</li> <li>To assist foreign investors in all stages of the process of settlement by giving rapid and concrete responses to their needs</li> </ol>	Foreign investors	Multi-sector	<ol style="list-style-type: none"> <li>Business planning on Milan and Lombardy (General information, key sectors, investment opportunities, ...) and on the legal and administrative system</li> <li>Administrative support for the start up a company and practical information how to accomplished the legal procedures</li> <li>Personal research assistance and networking with the parties involved in the identification of high skilled manpower (public agency, temporary agencies, headhunting company)</li> <li>Selection of locations and assistance in selection of urban opportunities and follow up and evaluation</li> <li>Start up assistance and consultancy for business start-up, also thanks to the collaboration with private partners (professional studies, consultancies, experts)</li> <li>Public relations and support in managing relations with the media and stakeholders (press releases,</li> </ol>	Ongoing since 2012				
2 PROJECTS FOR EXPO 2015	Project	Increase the economic benefits from Expo 2015	<ol style="list-style-type: none"> <li>To involve the economy - the entrepreneurial path that will lead to the realization of Expo Milano</li> <li>To contribute to the full success of Expo 2015</li> <li>To take all the opportunities that the event might offer by 2015</li> <li>To collect the ideas and proposals of the productive world and turn them into concrete projects for Expo 2015</li> </ol>	Italian and International business community in its whole	No. 9 macro sectors: <ol style="list-style-type: none"> <li>Accommodation and hospitality</li> <li>Infrastructure</li> <li>Energy and environment</li> <li>Credit</li> <li>Agribusiness</li> <li>Health</li> <li>Culture and art</li> <li>Solidarity and non-profit</li> <li>Young people</li> </ol>	<ol style="list-style-type: none"> <li>Creation of n. 9 thematic tables through regular meetings and consisting of about 30 individuals between representatives of trade associations, entrepreneurs, experts and opinion leaders, supported by a coordination structure (Promos)</li> </ol>	On going since 2010				



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## Internationalization and territorial marketing

### Previous experiences

#### WP4: Cross-landing & Internationalization services

#### PARTNER: PROMOS

NAME OF ACTION	TYPE OF ACTION	MOTIVATION/CHALLENGE TO SOLVE	OBJECTIVES	TARGET GROUPS	SECTORS	IMPLEMENTATION MODEL	DATES	COST	RESULTS	SUCCESS FACTORS	RECOMMENDATIONS /COMMENTS
Specific actions developed by your institutions in this field	Service (permanent); programme; activity	Pertinence with the context and the identified needs of target groups.	Objectives to be achieved	Collective to which the action is addressed	Economic sector in which the action is framed	Detailed description of the executed activities. Collaboration with other stakeholders, specify if Public-Private Partnerships.	Year in which it was implemented and duration	Estimated cost if available	Results and impact achieved	Key factors for the success of the action	
1 Euro-Med Development Centre for MSMEs	Programme	Network of Agencies, Institutions and Services for the support of MSMEs in the Euro med Region	1. To provide sustainable economic growth, as well as improved commercial and financial environment through strengthened business networks and exchange 2. To provide integrated, qualified and reliable business advisory services for the high growth MSMEs in order to: a. Assist MSMEs to grow and access to new markets, through direct assistance to enterprise in need of very specialised services b. support MSMEs in accessing the financial resources dedicated to internationalization activities, favouring linkage between financing services and enterprises c. Share skills and know how for human capital development	MSMEs in the Med Region	Multi-sector	1. Regional Approach in order to foster the socio-economic development of the Euro-Med Region 2. Qualified business advisory services 3. Creation of a widespread and decentralized Network based on co-ownership 4. Creation of an International Unit to coordinate and boost the Network 5. Establishment of Development Country Centers located in the Mediterranean Partner Countries to assure proximity to MSMEs and provide business advisory services	Since 2011, ongoing		1. No 18 Partnership agreements signed 2. No 10 Countries involved 3. No. 5 International Workshops realized 4. The business model of the International Unit has been set-up and implemented (Jun, 2013) as a No-Profit Foundation 5. Labelization by the Union for the Mediterranean and its 43 Members as a strategic project for the Euro-Med economic integration (Dec, 2012)	Strengthening of already existing Institutions and Agencies supporting MSMEs; Identification and provision of qualified business advisory services through the Network.	
2 RISEE - Italy South East Europe Network	Programme	Network of most relevant Institutions (i.e. Investment Promotion Agencies Chamber of Commerce and Chambers of Commerce) acting in the field of MSEs support for internationalization belong to Italy and the South East European Countries	1. To provide technical and legal assistance for the development of the local production system in order to attract more foreign direct investments 2. To training of local technical and executive staff for the development of the private sector, on investment and cooperation 3. To develop of SMEs to foster the economic and commercial relation and facilitate the cooperation on the logistic and transportation sector both a regional and interregional level	SMSEs belonging to Italy and Albania Bosnia & Herzegovina, Croatia, Macedonia, Montenegro, Serbia	Multi-sector	1. Business matching on specific needs and necessities 2. Organization of business meetings with local operators 3. Organization of information seminars before and during business missions 4. Transfer services for the realization of business meetings	On going (January 2012 - December 2013)	235,000 Euros	1. Two international Workshops and business opportunities between Italy and the SEE Countries realized 2. Two Studies tour (North and Centre/South Italy) realized for the SEE Institutions representatives 3. Three Multi-sector business mission to the target countries realized 4. One Catalogue of Business opportunities between Italy and the South East Europe realized	No. 16 Agreements of Cooperation between Italian and South East Europe countries signed No. 120 B2B meeting realized	
3 BUSINESS INTELLIGENCE SERVICE	Programme	Deliver specific and personalised services to SMSEs	1. To build up a global platform of data for the internationalization of Italian SMSEs 2. To create a dynamic and friendly use data base on international business opportunities for Italian SMSEs 3. To improve the general services to SMSEs offered by Promos	Italian SMSEs	Multi-sector	1. Reporting and Studies 2. Data search and elaboration 3. Monitoring international business opportunities 4. Networking with relevant research institutions 5. Web site (www.mercatoglobale.it)	On going January 2013	170,000 Euro/year	From January 2013: 1. No. 13 business guides realized and distributed 2. No. 18 Promotional Leaflets realized and distributed 3. No. 7 Focus Country Papers realized and distributed	1. Increasing contacts and requests by SMSEs 2. Increasing number of registration on the website)	

4	<b>IRAQI PROJECT</b>	Programme	Assist SMSEs to access the Iraqi Market and develop collaborations between Iraqi institutions and the Italian Chambers of Commerce	<ol style="list-style-type: none"> <li>1. To facilitate the Italian SMSEs' access to the Iraqi market</li> <li>2. To provide information on the Iraqi business opportunities</li> <li>3. To foster joint ventures and participation to tender</li> <li>4. To promote collaborations among Italian and Iraqi institutions</li> </ol>	Italian SMSEs	Multi-sector	<ol style="list-style-type: none"> <li>1. Business missions and Trade Fairs with matchmaking and b2b</li> <li>2. Facilitation to the market access</li> <li>3. Assist to local and international tender participation</li> <li>4. Establishment of a local Promos desk, representing 7 Italian Chambers of Commerce, managed by trained local staff</li> </ol>	On going Sept 2011	150,000 Euros	<ol style="list-style-type: none"> <li>1. No. 250 Italian MSMEs assisted (increase of 40% per year)</li> <li>2. No. 90 Italian SMSEs attended two local exhibitions</li> <li>3. No 10 Joint ventures and branches established</li> <li>4. No. 30 Iraqi institutions involved in Promos activities</li> <li>5. No. 10 business missions carried out</li> <li>6. No. 4 business workshop for Italian MSMEs on business opportunities in Iraq</li> </ol>	<ol style="list-style-type: none"> <li>1. Presence in loco of trained in Italy and qualified staff, full dedicated to scouting and marketing for the Italian MSMEs;</li> <li>2. Awareness activities for the Italian MSMEs on the business opportunities in Iraq (business workshops, meetings and newsletters);</li> <li>3. Solid relationships with the Iraqi institutions supporting the private sector</li> </ol>
5	<b>MISSIONS &amp; EXHIBITIONS</b>	Programme	Support, foster and enhance the internationalization of the Italian SMSEs	<ol style="list-style-type: none"> <li>1. Provide technical, professional and logistic support to SMSEs to approach international market</li> <li>2. Selection of potential international business and commercial counterparts</li> <li>3. Deliver of personalized services</li> </ol>	Italian SMSEs	Multi-sector	<ol style="list-style-type: none"> <li>1. Search and selection of potential local partners</li> <li>2. Organization of personalized agenda of B2B meetings</li> <li>3. Organization of all logistic aspects</li> <li>4. Booking, reservation and personalized outfitting of exhibition areas at the most relevant Fairs and Exhibitions events</li> <li>5. Travel and accommodation assistance</li> </ol>	On going		<p>As for 2012:</p> <ol style="list-style-type: none"> <li>a. More than 40 international business missions promoted and organized</li> <li>b. About 60 international Fairs and Exhibitions attended by Italian SMSE delegations</li> </ol>	<ol style="list-style-type: none"> <li>1. Increasing number of missions carried out</li> <li>2. Increasing both international exhibitions attended and number of participants</li> </ol>
6	<b>BILATERAL FORA</b>	Permanent	Presentation of business opportunities in selected Countries	<ol style="list-style-type: none"> <li>1. To present business and investment opportunities in selected countries</li> <li>2. To promote international and networking partnerships</li> <li>3. To promote B2B meetings</li> <li>4. To establish institutional relationships between Italian and foreign Stakeholders</li> </ol>	Italian and International SMSEs Italian and international Business, Financial and Political Institutions	Multi-sector	<ol style="list-style-type: none"> <li>1. Public Fora and Workshops</li> <li>2. B2B Meetings</li> <li>3. Establishment of partnerships agreements</li> </ol>	On going		<p>As for 2012:</p>	<ol style="list-style-type: none"> <li>1. Increasing number of participants</li> <li>2. Increasing number of partnership agreement signed</li> </ol>
7	<b>EUROMED FORUM</b>	Project	Promotion of international business, financial and institutional partnerships	<ol style="list-style-type: none"> <li>1. To evaluate processes of deep transformation taking place in the Euro-Mediterranean region</li> <li>3. To discuss strategies to ensure economic growth and social inclusion</li> <li>2. To jointly discuss impact on social relations , economic and financial of the ongoing political and social changes in the Med Area</li> </ol>	Euromediterranean political, financial and business institutions	<ol style="list-style-type: none"> <li>1. Tools and strategies to support MSMEs</li> <li>2. Access to financial instruments</li> <li>3. Development of human manpower and , mobility and job-creation</li> <li>4. Innovation and start-up</li> <li>5. Conciliation and arbitration</li> <li>6. Energy , infrastructure and maritime economy</li> </ol>	<ol style="list-style-type: none"> <li>1. Open Plenary sessions</li> <li>2. Specific panels</li> <li>3. Round tables</li> <li>4. B2B Meetings</li> </ol>	2009 2010 2012		<p>The three Editions of the Forum welcomed the participation of over 350 government officials and institutions of the countries of the UfM and the Gulf, as well as representatives of the European Commission, the World Bank, the EIB, the European Bank for Reconstruction and Development (EBRD) and other international organizations . The initiative involved a total of over 1,400 public and private economic entities from 40 countries of the aforementioned, as well as about 250 Italian and foreign companies, on the occasion of the 400 business to business meetings</p>	<p>The third edition of the Forum was the occasion to further developed and consolidated the proposals launched and projects defined in the previous editions,</p>
8	<b>NIBI</b>	Permanent	Deliver of special and high quality trainings focused on internationalization issues	<ol style="list-style-type: none"> <li>1. To deliver special and focused business oriented trainings for companies involved in the internationalization</li> <li>2. Improve SMSEs competitiveness through upgrading human power skills</li> <li>3. To create an international network of branches involved in internationalization training</li> <li>4. To foster new opportunities for cooperation, talent mobility, youth entrepreneurship and the creation of jobs, innovation and start-ups</li> </ol>	1. Post graduated students 2. SMSEs Human Power	Internationalization	<ol style="list-style-type: none"> <li>1. Executive masters</li> <li>2. Executive training</li> <li>3. Workshops and Seminars</li> <li>4. E-learning</li> </ol>	Ongoing			<p>In 2101 NIBI was selected by the ETF European Training Foundation as one of the most relevant and high quality level institution dealing with the international issues</p>

9 Consortium of Chambers of Commerce for the Internationalization	Programme	Italian Chambers of Commerce Networking Activities	<ol style="list-style-type: none"> <li>1. To promote joint business and commercial missions</li> <li>2. To establish jointed desk offices abroad</li> <li>3. To promote jointed political awarness</li> </ol>	Italian MSMSSEs	Internationalization	<ol style="list-style-type: none"> <li>1. Joint meetings on regular basis</li> <li>2. Planning and establishment of joint promotional activities</li> <li>3. Establishment and management of joint Desk office worldwide</li> </ol>	Ongoing				
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### WP5: Acceleration programme

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Specific actions developed by your institutions in this field	Service (permanent); programme; activity	Pertinence with the context and the identified needs of target groups.	Objectives to be achieved	Collective to which the action is addressed	Economic sector in which the action is framed	Detailed description of the executed activities. Collaboration with other stakeholders, specify if Public-Private Partnerships.	Year in which it was implemented and duration	Estimated cost if available	Results and impact achieved	Key factors for the success of the action	
1 SAS	Permanent	Deliver of specialized and tailored services to MSMSEs	<ol style="list-style-type: none"> <li>To selected specific markets</li> <li>To design export action plans</li> <li>To promote business scouting</li> <li>To design development and investment projects</li> <li>To manage the operational activities related to the internationalization</li> </ol>	SMSEs willing to develop international business and commercial activities	Multi-sector	<ol style="list-style-type: none"> <li>Preliminary individual meeting with the MSMSEs</li> <li>Start up of the service</li> <li>Monitoring of the activities</li> <li>Feed back and possible adjustment of the strategies</li> <li>Deliver of the complete and final service</li> <li>Design of a detailed proposal</li> </ol>	On going		From Jan to July 2013: 1- No. 286 Proposals and economic offers developed 2. No. 600 Information services provided 3. No. 26 Countries targeted	<ol style="list-style-type: none"> <li>Increased number of requested and delivered services</li> <li>Increased income budget</li> </ol>	
2 GAP - Global Access Program	Program	Facilitate Companies from around the world to access the USA Market	<ol style="list-style-type: none"> <li>To serve as a change-agent for corporations and students</li> <li>To provid companies with an opportunity to enlarge their team</li> <li>To facilitate students to work closely with top management to identify strengths, analyze weaknesses, and pinpoint opportunities</li> <li>To develop an investment-quality business plan to move the GAP companies to their s next level of growth</li> <li>To generate direct investment</li> <li>To help companies and students to grow faster and go further</li> </ol>	Companies and MBA students	Multi-sector	<ol style="list-style-type: none"> <li>Selection of teams of five FEMBA students to work closely with the top management of international companies</li> <li>The students spend over 2,500 hours in research, analysis, and consultations</li> <li>The students develop new strategies for growth</li> <li>Working under the guidance of UCLA Anderson's advisory panel, the team develops an investment-quality business plan</li> <li>Student business strategies include new product launches, penetration into new markets, and leveraging existing intellectual property into new areas</li> <li>Along with financial projections, GAP business plans provide financial, marketing, operational, and</li> </ol>	Since 1998 On going		Since 1998 over \$200 million in new investment capital has been raised		