



## EBSOMED Academy

### Internationalisation as a booster for SMEs' Growth 5<sup>th</sup> and 6<sup>th</sup> December 2019 Ravenna (Italy)

The EBSOMED Academy on “Internationalisation as a booster for SME’s Growth” is organised in Ravenna, Italy on 5<sup>th</sup> and 6<sup>th</sup> December 2019 by Promos Italia with the coordination of Eurochambres.

The Academy is organized in the framework of the project EBSOMED (website [www.ebsomed.eu](http://www.ebsomed.eu)), a 4-year project (2018-2022) funded at 80% by the European Union for a global amount of EUR 6,25 million. It is co-funded and coordinated by BUSINESSMED (The Union of Mediterranean Confederations of Enterprises) in the framework of the EBSOMED consortium, which consists of 6 members: GACIC (German-Arab Chamber of Commerce), ASCAME (Association of Mediterranean Chambers of Commerce), ANIMA Investment Network, EUROCHAMBRES (Association of European Chambers of Commerce), CAWTAR (Center of Arab Women for Training and Research).

EBSOMED Academies are training programmes for BSOs aiming at improving their overall capacity / management as well as the quality of services provided to their members. EBSOMED Academies offer informal, stimulating and international environment favourable to further develop networking between BSOs and to exchange experience / best practices.

The EBSOMED Academy organized in Ravenna is focusing on internationalization as a booster for SME’s Growth and it is aimed at:

- exchanging ideas, experiences, methodologies and best practices among EU-Med BSOs
- deepening technical issues related to internationalisation, as the ADR and the creation/enhancement of network among SMEs (clusters, cooperatives, districts, network for export, etc.)
- providing information and insight to BSOs on how to support SMEs’ internationalisation and how to design effective tools / services to foster export

Around 50 participants from the target countries will be selected to participate in the Academy. The working language of the EBSOMED Academy will be English.

The participants costs in the Academy are covered at 80% of the eligible costs by the EBSOMED past operations. More information about the funding of the participation, can be found in the Logistics Note or in prior communication at [contact@ebsomed.eu](mailto:contact@ebsomed.eu)

We remain at your disposal for any further information.

Valeria Centinaro

Head International Project Unit – Promos Italia



## EBSOMED Academy

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5<sup>th</sup> and 6<sup>th</sup> December 2019

Ravenna (Italy)

## Draft Programme

<b>Day 1</b> 05/12/2019	Morning	10.30 am: Registration and Welcome Coffee
		11.00 – 1.30 pm: <b>Opening Conference</b> <i>Internationalisation as a booster for SME's Growth</i>
		1.00 – 2.15 pm: Buffet Lunch
	Afternoon	2.30 – 6.30 pm: <b>Parallel Technical Panels</b> <ul style="list-style-type: none"> <li>• <i>Arbitration and Mediation in International Business</i></li> <li>• <i>Clusters, SME's Networks and Cooperatives to Foster Export and SME's Competitiveness.</i></li> </ul>
		6.30 pm: Networking Cocktail with the local business community
<b>Day 2</b> 06/12/2019	Morning	8.50 am: Registration and Welcome Coffee
		9.00 am – 01.00 pm: <b>Practical Workshop</b> <i>Internationalisation Support Services. How a BSOs can help SMEs to go international</i>
		9.00-10.50 am: Workshop 1 <ul style="list-style-type: none"> <li>• <i>How to assess the SME's growth potential and internationalisation readiness. Best practices and support lab</i></li> </ul>
		10.50 - 11.00 am: Coffee break
		11.00 – 01.00 pm: Workshop 2 <ul style="list-style-type: none"> <li>• <i>How to help SMEs in defining international strategy. Best practices and support lab</i></li> </ul>
		1.00 pm: Closing Session and Buffet Lunch
	Afternoon	2.00-6.00 pm: <b>Field visits in Faenza</b> at <ul style="list-style-type: none"> <li>• CAVIRO GROUP, the largest Italian winery that is a circular economy model (<a href="http://www.caviro.com">www.caviro.com</a>);</li> <li>• AGRINTESA, a cooperative of fruit and vegetable products that is a model for innovative processing and packaging facility (<a href="http://www.agrintesa.it">www.agrintesa.it</a>)</li> </ul>



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*Ravenna (Italy)*

## Participants' Application form

⇒ To be returned to Promos Italia - email: [ebssomed@promositalia.camcom.it](mailto:ebssomed@promositalia.camcom.it) **no later than 20/11/2019**

<b>Ms/Mr:</b>			
<b>First Name:</b>			
<b>Last Name:</b>			
<b>Position:</b>			
<b>Organisation:</b>			
<b>Address:</b>		<b>E-mail:</b>	
<b>City:</b>		<b>Tel:</b>	
<b>Zip code :</b>		<b>Mobile Number:</b>	
<b>Country:</b>			
<b>Is your organization partner or affiliate in the project EBSOMED?</b>		<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Will you participate on 5<sup>th</sup> December?</b>		<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Will you participate on 6<sup>th</sup> December?</b>		<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Optional sessions:</b> Select optional sessions of most interest to you. We will do our best to match your top optional sessions.			
<b>5<sup>th</sup> December</b>		<b>6<sup>th</sup> December</b>	
<input type="checkbox"/> Technical Panel 1 <input type="checkbox"/> Technical Panel 2		<input type="checkbox"/> Afternoon Field visits	
<b>Will you participate in the following meals?</b>			
<b>5<sup>th</sup> December</b>		<b>6<sup>th</sup> December</b>	
<input type="checkbox"/> Buffet Lunch (1.00-2.00 pm) <input type="checkbox"/> Networking Cocktail (6.30-7.30 pm)		<input type="checkbox"/> Buffet Lunch (1.00-2.00 pm)	

**If you are interested in attending this event, please complete the application, indicating your motivation in participating as well as the selected courses. Should your application be successful, we will do our best to fulfil your preference.**



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Questions below will be used as a reference in the selection

#### 1. Your Organisation

Please describe the main features of your organisation: memberships, internal structure and activities, main objectives.

#### 2. Your Role in the Organisation

Please describe your responsibilities in your organisation. Be as concrete as possible.

#### 3. Main Achievements

Please outline which has been your main achievement while working for your organisation (e.g. introducing a new service, reorganising the organisation, increasing the membership, etc).

#### 4. Your Motivation

Please explain in detail why you wish to participate in the EBSOMED Academy in Ravenna.



## EBSOMED Academy

### Internationalisation as a booster for SMEs' Growth

5<sup>th</sup> and 6<sup>th</sup> December 2019

Ravenna (Italy)

## Logistic note

### Organisation Team

#### Promos Italia

Mrs. Cinzia Bolognesi – Mrs. Valeria Centinaro – Mrs. Pina Macrì  
[ebssomed@promositalia.camcom.it](mailto:ebssomed@promositalia.camcom.it)

### Working Languages

Working language at the seminars will be **English**. Please take into account that no translating services is envisaged.

### Venue and schedule

Chamber of Commerce Ravenna  
48121, Ravenna, Italy

Please make sure to send the Application Form to [ebssomed@promositalia.camcom.it](mailto:ebssomed@promositalia.camcom.it) by the **20<sup>th</sup> November 2019**

	5th December	6th December
<i>Morning</i>	11.00-1.30 pm <b>Opening Conference</b>	9.00 am – 1.00 pm <b>2 practical workshops</b>
<i>Midday</i>	1.30-2.30 pm <b>Buffet Lunch</b>	1.00 -2.00 pm <b>Buffet Lunch</b>
<i>Afternoon</i>	2.30-6.30 pm <b>Parallel Technical Panels</b>	2.00-6.00 pm <b>Field visits (optional)</b>
<i>Late Afternoon</i>	6.30 pm <b>Networking Cocktail</b>	

### Conditions for coverage

### Visa Procedure

For Countries requiring a visa, please take the necessary steps with the Italian Embassy in your country to get your visa in time. For the Invitation letter, please contact [ebssomed@promositalia.camcom.it](mailto:ebssomed@promositalia.camcom.it)



The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.



## EBSOMED Academy

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#### Accommodation – Nearby Hotels

The venue of the Academy is located in Ravenna city center at walking distance from the main hotels.

#### Hotel 1

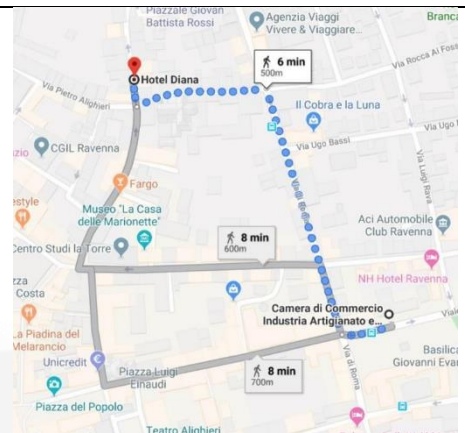
##### Hotel Diana \*\*\*

*Address:* Via Girolamo Rossi, 47, 48100 Ravenna RA

*Website:* <http://www.hoteldiana.ra.it/en-IT/index-index/>

<http://www.hoteldiana.ra.it/>

*Rate on Booking:* from 55€ + 2€ City Tax/ Night



#### Hotel 2

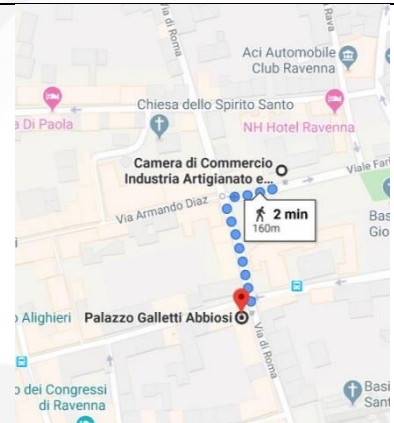
##### Palazzo Galletti Abbiosi

*Address:* Via di Roma, 140, 48121 Ravenna

*Website:* <https://www.palazzogallettiabbiosi.it/>

<https://www.palazzogallettiabbiosi.it/en/index.html>

*Rate on Booking:* from 65€+ 2€ City Tax / Night





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<p><b>Hotel 3</b></p> <p><b>Hotel Mosaico ***</b></p> <p><i>Address:</i> Via Darsena 9, 48100 Ravenna</p> <p><i>Website:</i> <a href="http://www.hotelmosaico.it/hotelravenna/?lang=en">http://www.hotelmosaico.it/hotelravenna/?lang=en</a> <a href="http://www.hotelmosaico.it/">http://www.hotelmosaico.it/</a></p> <p><i>Rate on Booking:</i> 64€+ 2€ City Tax / Night</p>	
<p><b>Hotel 4</b></p> <p><b>Palazzo Bezzi Hotel *****</b></p> <p><i>Address:</i> Via di Roma, 45, 48121 Ravenna RA Italia</p> <p><i>Website:</i> <a href="https://www.palazzobezzi.com/">https://www.palazzobezzi.com/</a> <a href="https://www.palazzobezzi.it/">https://www.palazzobezzi.it/</a></p> <p><i>Rate on Booking:</i> from 64€ + 3€ City Tax/ Night</p>	
<p><b>Hotel 4</b></p> <p><b>NH Ravenna *****</b></p> <p><i>Address:</i> 1 Piazza Goffredo Mameli, 48100 Ravenna.</p> <p><i>Website:</i> <a href="https://www.nh-hotels.com/hotel/nh-ravenna?utm_campaign=local-gmb&amp;utm_medium=organic_search&amp;utm_source=google_gmb">https://www.nh-hotels.com/hotel/nh-ravenna?utm_campaign=local-gmb&amp;utm_medium=organic_search&amp;utm_source=google_gmb</a></p> <p><i>Rate on Booking:</i> from 64€ + 3€ City Tax/ Night</p>	

**Exchange Rate List**

National Bank of Italy – Exchange Daily Rate List: <https://tassidicambio.bancaditalia.it/dailyRates>



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#### Meals

The organisers are glad to offer to participants welcome coffees, buffet lunches and a cocktail dinner. To make sure that these privileged moments remain convivial, please register to lunches and cocktail on the Application form.

A list of suggested restaurants can be provided upon request.

#### Transfer from / to Airport

The closest airport is Bologna Marconi Airport.

#### PUBLIC TRANSPORTATION

To reach Ravenna it is suggested to take:

1. the Bus/Shuttle towards Bologna Railway station
2. the train from Bologna railway station to Ravenna railway station

**BUS/SHUTTLE** <https://aerobus.bo.it/en>



Bus every 11 minutes from 7.00 am to 9.00 pm. It takes 30 minutes.

Bus ticket price: € 6. Tickets to be bought online or on-site.

**TRAIN** <https://www.trenitalia.com/en.html>



Every hour, from 6.00 to 10pm. It takes about 1 hour and an half

Train ticket price: from € 7,35 to € 12,35. Tickets to be bought online or at the train station.

#### TAXI

Taxi takes around 1 hour with an average cost of around 200 eur /each way.

For info: [www.bologna-airport.it/en/passenger-airport-guide/transfer-from-and-to-the-airport/taxi/?idC=62439](http://www.bologna-airport.it/en/passenger-airport-guide/transfer-from-and-to-the-airport/taxi/?idC=62439)





**EBSOMED Academy**

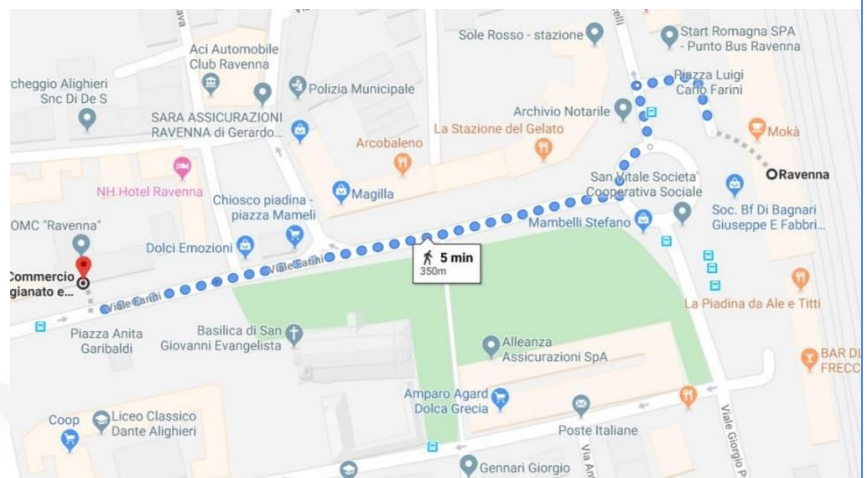
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**Transfer to the venue of the Academy**

The venue of the Academy is located in city centre, at walking distance from the railway station.

**Event's Venue:**  
**Ravenna**  
**Chamber of Commerce**

*Address:* Viale Farini 14,  
48121 Ravenna, Italy  
5 minutes on foot from Ravenna  
Rail Station



**AIRPORT G.MARCONI**  
**BOLOGNA BLQ**  
[www.bologna-airport.it/en/](http://www.bologna-airport.it/en/)





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# Participants' Logistic Form

To ensure smooth running of the event, once you have booked your flight and hotel, please send us the following details by email to: [absomed@promositalia.camcom.it](mailto:absomed@promositalia.camcom.it)

<b>First name</b>	
<b>Last name</b>	
<b>Organisation</b>	
<b>Country</b>	
<b>E-mail</b>	
<b>Mobile phone</b>	
<b>Arrival</b>	Date: No. flight: Departure airport: Arrival airport: Hour of arrival:
<b>Departure</b>	Date: No. flight: Departure airport: Arrival airport: Hour of departure:
<b>Hotel booked</b>	Name of hotel booked: Date of check-in: Date of check-out:
<b>Visa</b>	
<b>Comments</b>	