



AL-Invest 5.0



PROMOS



CAMERA DI  
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MILANO



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FUNDACIÓN EMPRESARIAL



## “Cross-Clustering: A Strategy for the Micro, Small and Medium-sized Enterprises (MSMEs) Development”

### WEBINARS PROGRAMME

Cross Clustering experiences of MSMEs and business organizations from Italy, Argentina and Chile in the Metal-mechanical and Metallurgical sectors

30<sup>th</sup> May – 18<sup>th</sup> July, 2017

Tuesday 30<sup>th</sup> May, 2017

#### Webinar 1 Training on the Platform

**Raffaello Benetti**, Promos. More than 20 years' experience as Foreign Network Development Manager. Expert in the fields of international business, foreign markets; marketing, import/export and business management; operations, logistics and production sites; Cross Clustering; relations with public institutions; complex projects and network creation, especially with Asian, American and recently industrialized countries. Visiting Professor of International Business, Business strategies and Marketing (Univ. of Puerto Rico, Genova, Asunción, Lima).

**Monica Luxa**, Promos. Project Manager

- 08:30 Registration and Welcome coffee (for presential sessions)
- 09:00 - 10:00 Presentation of the Project and its activities
- 10:00 – 11: 00 Training on the use of the Platform and introduction to the webinars' contents (Promos and Partners)  
Questions and Answers

Tuesday 6<sup>th</sup> June, 2017

#### Webinar 2

**Luciano Consolati**, Expert in business policy and business strategies for SMEs, networks, consortiums and Clusters. National Secretary of the Italian Clusters Club, President of AICQ (Italian Association for Quality Culture), CEO of MetaManagement Ltd. (Incentive and Human Resource System management, performance bonuses, corporate welfare systems planning and management). Professor of Politics and Economic Geography at the University of Rome.

- 08:30 Registration and Welcome coffee (for presential sessions)
- 09:00 - 09:50 - Clustering strategies fostering product/process innovation and productivity

improvement of the sector in the European Union (clusters, industrial districts, networks, associations, technology parks, trade associations) (Promos)  
- Focus on Italian Clusters and innovation system

09:50 – 10:00 Questions and Answers

## Tuesday 13<sup>th</sup> June, 2017

### Webinar 3

**Antonella Marras**, Senior manager, European projects' manager of Si.Camera (in - house of the Union of Italian Chambers of Commerce), Communication manager for the Enterprise Europe Network in Italy and "Communication Champion" for the Italian network of EASME (European Commission Executive Agency for SMEs); Coordinator of the Enterprise Europe Network Consortium for Southern Italy from 2008 to 2014; Project manager for European and Italian International cooperation projects in Mondimpresa (Internationalization Agency of Italian Chambers of Commerce founded in Si.Camera in 2014); Institutional relations manager.

**Marco Pini**, Senior economist specialized in Applied Economics, Macroeconomics and national accounts. Main research areas: Cluster analysis and its territorial impact, business relations within industrial districts and business networks; internationalization, analysis of exporting companies, business competition; Green Economy, macroeconomic and microeconomic impact analysis.

**Monica Onori**, Senior expert in start-up counselling, female enterprises and networking; assistance to the network of the Female enterprises Committee, expert in European and national policies for female entrepreneurship and equal opportunities.

08:30 Registration and Welcome coffee (for presential sessions)

09:00 - 09:50 Business competences for clustering and association between MSMEs and business organizations: the Italian experience and gender inclusion (SiCamera)

09:50 – 10:00 Questions and Answers

## Thursday 22<sup>nd</sup> June, 2017

### Webinar 4

**Michele Lenoci**, Professor of International business with a focus on Brazil and Latin America. Lenoci is Corporate Lawyer and expert in SMEs internationalization management and organization, business networks, Clusters and Mechanics 4.0. Lenoci is also a trainer in the fields of export, business organization and modern technology applied to SMEs.

08:30 Registration and Welcome coffee (for presential sessions)

09:00 - 09:50 - Technology transfer strategies, business management and development of Joint Ventures between SMEs and business organizations from Italy, Argentina and Chile (North-South Cooperation) (Promos)  
- Lessons learnt and implementation in Chile

09:50 – 10:00 Questions and Answers

## Thursday 29<sup>th</sup> June, 2017

### Webinar 5

**Luciano Consolati**

- 08:30 Registration and Welcome coffee (for presential sessions)
- 09:00 – 09:50 - How Cross Clustering model supports automation processes and introduction to new technologies for the increase of productivity in the metallurgical and meta-mechanical sector, Industry 4.0 (Promos)  
- Special participation Strategic Programme Advanced Manufacturing CORFO, Chile.
- 09:50 – 10: 00 Questions and Answers

## Tuesday 6<sup>th</sup> June, 2017

### Webinar 6: European Networks and the Enterprise Europe Network

**Manuela Caruz, Eurochile**

**Antonella Marras, SiCamera**

- 08:30 Registration and Welcome coffee (for presential sessions)
- 09:00 – 09:50 Presentation: “European Networks and the Enterprise Europe Network”
- 09:50 – 10:00 Questions and Answers

## Tuesday 18<sup>th</sup> July, 2017

### Webinar 7 Intellectual property: from assets to rights

**Isidora Insunza, National Institute of Intellectual Property of Chile. Master of Laws (LL.M.) of Universitat d'Alacant, she holds a Diploma in Industrial and Intellectual Property from Pontificia Universidad Católica de Chile.**

- 08:30 Registration and Welcome coffee (for presential sessions)
- 09:00 - 09:50 Presentation: “Intellectual property: from assets to rights”
- 09:50 – 10:00 Questions and Answers