

SMEs AND TERRITORIES ATTRACTIVENESS AND COMPETITIVENESS: WHICH STRATEGIES AND POLICIES?

International Exchange Seminar

Wednesday 13th March 2019

Reggio Emilia's Tecnopolo - Piazzale Europa 1

The seminar, realized within the project **Compete In - Competitive territories through internationalization: SMEs Competitiveness in globalized regions** offers to Reggio Emilia's territory and to all European partners the opportunity to deepen international trends and reflections on attractiveness and internationalization processes as well as to connect local actions developed by the various partner territories.

Which are the elements of competitiveness for companies and territories? Who are the competitors?

How can local institutions and actors support companies on international routes? Which role do infrastructural and non-infrastructural connections and relationships play? And how to create the necessary culture and skills for internationality and innovation?

These are some of the questions that the seminar and the working groups will address through the keynote speakers' presentations and the project partners' contributions in the finalization of their Local Action Plans on internationalization and innovation.

9.00 *Registration of participants*

9.15 INSTITUTIONAL WELCOME

Giammaria Manghi, Undersecretary to the Presidency of the Emilia-Romagna Region

9.30 COMPETE IN PROJECT: MAIN OUTCOMES AND PERSPECTIVES

Serena Foracchia, Deputy Mayor for International Affairs of Municipality of Reggio Emilia

9.40 ENABLING FACTORS FOR INTERNATIONALISATION OF TERRITORIES: EXPERIENCES FROM INTERNATIONAL PRACTICES AND MAIN OUTPUTS FROM COMPETE IN PROJECT

Brian Jones, University of Leeds Beckett

10.00 *Coffee break*

10.30 KEYNOTE SPEECHES

moderated by Serena Foracchia, Deputy Mayor for International Affairs of Municipality of Reggio Emilia

Compete With? Strengths for attractiveness

Ronald Wall, University of Witwatersrand Johannesburg

Internationalisation of territories for internationalizing SMEs

Luigi Mercuri, FDI Center - Director Institutional Relations & Corporate Partnerships

Connecting territories to support competitiveness and development

Maurizio Maresca, University of Udine

Education, training and culture for internationalization

Marco Iezzi, Italian Ministry of Education, University and Research

Debate

13.00 *Lunch at Pause Atelier of Tastes*

14.30 WORKING GROUP

Presentation by Compete In Partners of their Local Action Plans

*Working group 1: Attractiveness of territories
Mentoring with Ronald Wall*

*Working group 2: Territorial Partnership
Mentoring with Maurizio Maresca*

*Working group 3: Internationalization of territories
Mentoring with Luigi Mercuri*

17.00 CONCLUSIONS

Joint Secretariat of Interreg Programme (tbc)

Compete In project is funded by the Interreg Europe Programme and promoted by the Municipality of Reggio Emilia together with project partners: ERVET (Italy), Gävle Municipality (Sweden), Leeds Beckett University (United Kingdom), GAPR with region of Upper Silesia and Wielkopolska Region (Poland) and Valencia Entrepreneurship and Competitiveness Institute (Spain).

On Reggio Emilia's territory, the project is carried out through the Local Stakeholder Group composed by E35 Foundation, Chamber of Commerce of Reggio Emilia, CNA Reggio Emilia, Legacoop Emilia Ovest, Unindustria Reggio Emilia, University of Modena and Reggio Emilia, Reggio Children Srl, Crpa, REI Reggio Emilia Innovazione, Stu Reggiane, Food Innovation Program, Emilia-Romagna Region.

Registration is required by sending an e-mail to:
francesca.tamburini@e-35.it

For information:
tel. 0522 444421 - email: francesca.tamburini@e-35.it