



## Italy

## SMEs Training and Information on international markets

### PURPOSE

To re-boost Italian MSME export, hence fencing off Covid19 damaging impact, via competencies development and access to market information.

### PARTNERS



### EXECUTING BODY

ICE - [Italian Trade Agency](#)  
Invitalia - [National Development Agency](#)

### TARGET GROUP

SMEs

### CONTEXT AND ISSUES

The post-Covid initiatives to support MSMEs export are part of the major governmental effort undertaken to re-launch the national economy. Main pillars of the economic recovery plan developed by the Italian government are competitiveness, innovation, environmental and social sustainability, in line with EU recommendations and Temporary Framework. Export activities represent an important segment of the plan, and are grouped in the so-called "Pact for Export". It focuses on a number of areas, all of major importance for Italian exporters, however, competencies development (training) and information are one of the priority means that the government selected to provide support to Italian exports.

### SHORT DESCRIPTION

The main objectives of the "training" component are the following:

1. Filling in the SMEs digital culture gap
2. Strengthening the skills of new professional figures – such as Temporary Export Managers (TEM) and Digital Export Managers – to support companies especially in the most strategic phases of approaching international markets.

Three actions have been launched in the field of training:

- 1) Digital training: an agreement is being finalised between the Foreign Ministry and CRUI (Conference of Deans of Italian Universities) for the creation of online courses for SMEs on the themes of internationalisation, Digital innovation, and Technology 4.0.
- 2) Training of Digital Temporary Export Managers (D- TEM): ICE Agency has launched a call for proposals for professionals to refine their managerial skills in the digital field through free participation in a specialisation course on digital marketing and digital strategy.
- 3) Incentives to support Export Managers and Digital Export Managers placements within SMEs.

The main objectives of the "information" component is to facilitate





## KEY WORDS

Export support, policy, MSME internationalisation, post Covid recovery plan.

**REF.** EUREX001

and encourage access to the range of public instruments in support of internationalisation for a wider range of SMEs, including those not yet exporting.

Two initiatives launched in the field of information:

1) Creation of an e-book containing the mapping of public export accompanying instruments and services, a sort of "instructions for use" to guide the company towards foreign markets.

2) Creation of a single public portal for access to export services, national and regional, which will allow companies to orient itself with a few clicks towards services provided by state and regional agencies and easily identify those closest to their needs.

## KEY HIGHLIGHTS

- This "human-centric" response to the Covid challenges is focused on human capital investment, as opposed to pure financing.
- Huge efforts have been deployed to ensure an extensive and inclusive dialogue ensuring alignment and coordination of all relevant government entities and industry / sector associations.
- These post-Covid actions are thought to bring results and benefits in the short to medium term, therefore aiming at creating positive impact on the economy relatively soon.
- They are part of an integrated package of measures aimed at providing support (financial and non-financial) to exporting SMEs and to stimulate internationalisation.

## TOOLS / SOURCE

[\*D-Tem Academy per professionisti\*](#)

[\*Ebook export una guida per partire.pdf\*](#)

