



UNIONCAMERE



THE TOOLS OF PROJECT SEI SUPPORTING ITALIAN EXPORT

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UNIONCAMERE

AIMS OF THE PROJECT

INCREASE THE NUMBER OF EXPORTING COMPANIES

STRENGTHEN THE INTERNATIONAL POSITIONING OF OCCASIONAL EXPORTERS

STANDARDIZE THE SUPPORT SERVICES TO SMES

WHAT IS PROVIDED?



FIRST ASSISTANCE SERVICES TO SMES

Assess the export potential of SMEs, address them to the right markets, and support them to identify the right internationalisation strategy



DIGITAL EXPORT

Make SMEs aware of the digital export opportunities



FINANCIAL ADVISORY

Help SMEs benefitting of resources provided by Recovery Fund and European Funds, as well as facilitating the participation to EU Call for Tenders.

RESULTS ACHIEVED

Progetto SEI



+7000

companies
involved



+27.000

assessments,
export plans and
market
researches



3.000

companies
trained
(last 3 yrs)



12.000

B2B meetings
online
(last 3yrs)

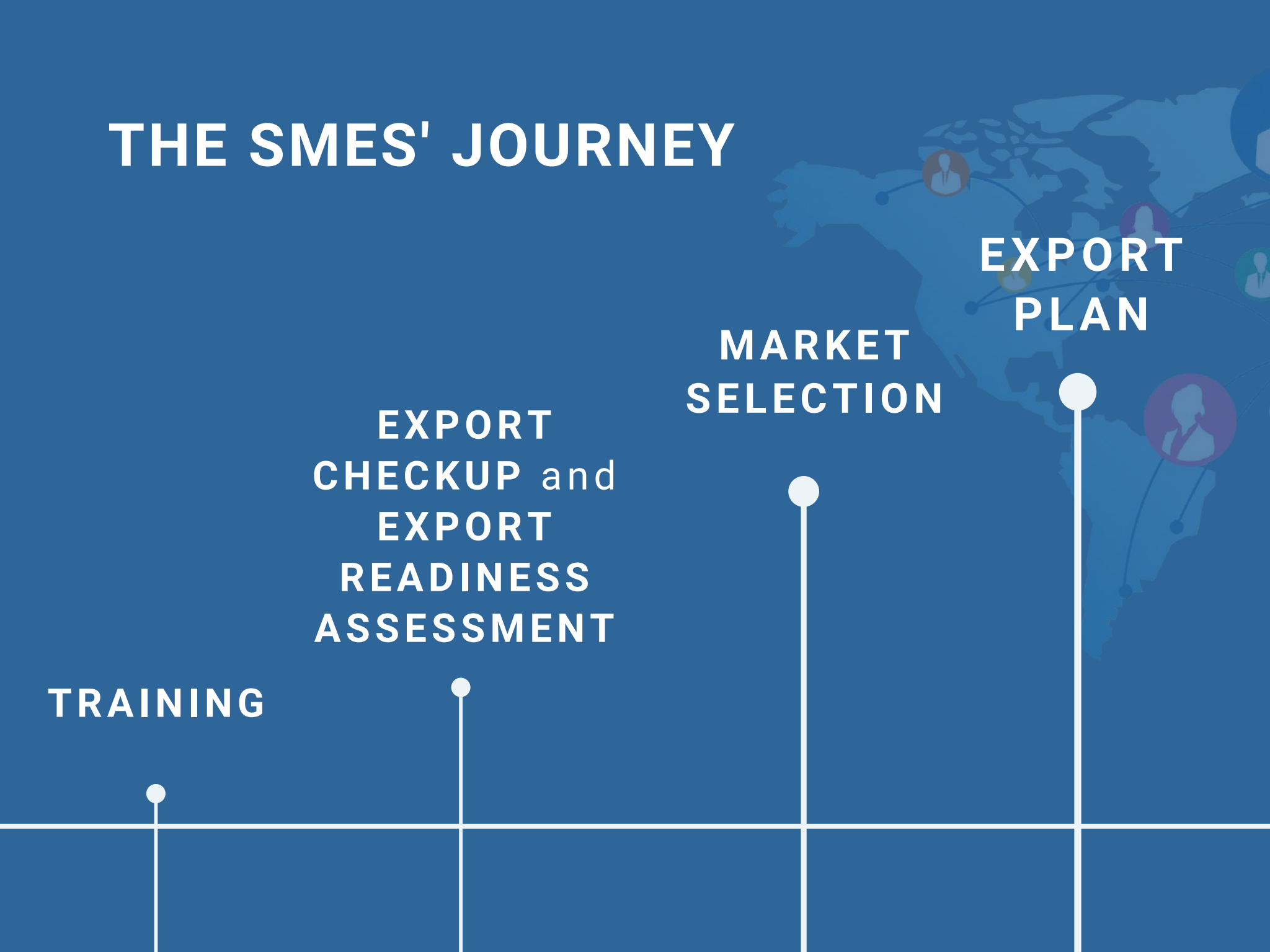
THE SMES' JOURNEY

TRAINING

EXPORT
CHECKUP and
EXPORT
READINESS
ASSESSMENT

MARKET
SELECTION

EXPORT
PLAN





ADVANTAGES FOR SMES

1

TO KNOW THEIR
STRENGTHS AND
HOW TO BECOME
MORE COMPETITIVE

2

TO CHOOSE THE
RIGHT MARKETS

3

TO DEFINE A PROPER
INTERNATIONALISATI
ON STRATEGY

4

TO IDENTIFY NEXT
STEPS TO
IMPLEMENT THE
STRATEGY

A world map in shades of blue with a network of white lines connecting various points. Overlaid on the map are several circular icons in various colors (purple, green, yellow, red) containing white silhouettes of people in business attire.

GO2MARKET

THE DIGITAL PLATFORM TO STANDARDIZE
THE PROVISION OF SERVICES TO SMES

EXPORT READINESS ASSESSMENT

It helps companies to understand if they are ready to export their products to foreign markets

MARKET SELECTION

It allows to identify the export markets with the greatest potential for SMEs' products and services and enable companies prioritizing their strategy abroad

EXPORT PLAN

It allows to draft a short business plan for internationalisation

DIGITEXPORT

THE PLATFORM TO FOSTER
DIGITAL EXPORT

WEBINARS

To get Chambers' staff and companies
aware of the digital export opportunities

DIGITAL ASSESSMENT

To help companies to assess their online
potential

B2B ONLINE - VIRTUAL INBUYER

A digital platform for b2b matching
among Italian and foreign companies





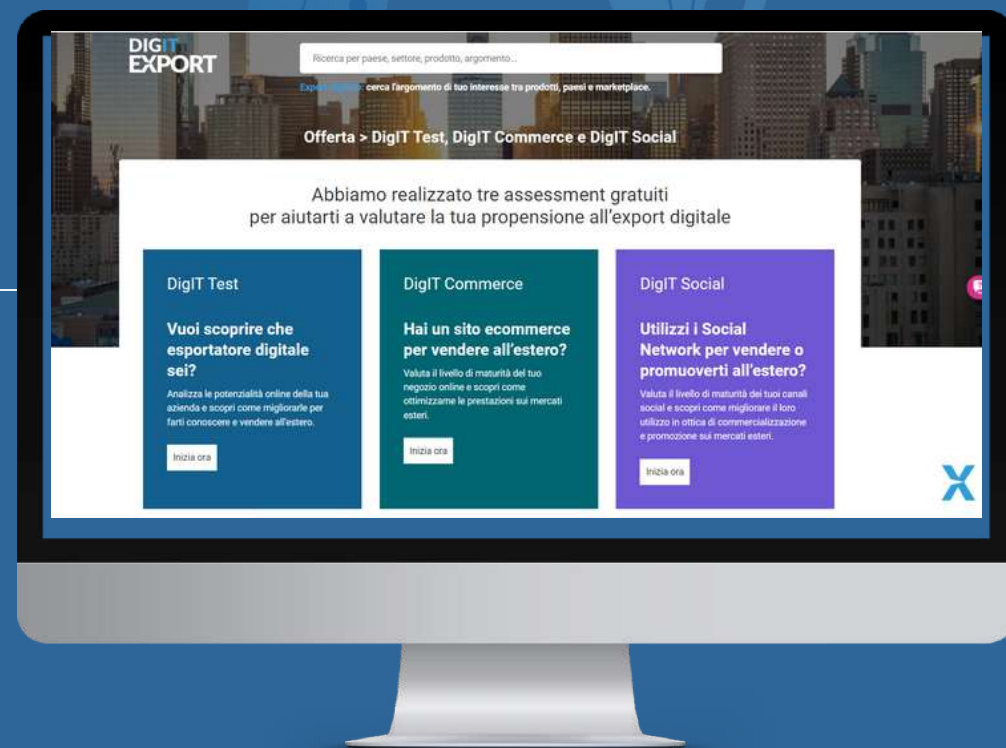
+11.600

**PARTICIPANTS TO WEBINARS
AND TRAINING COURSES ON
DIGITAL EXPORT**

(last 3 years)

DIGITAL ASSESSMENT

DIGIT TEST
DIGIT SOCIAL
DIGIT COMMERCE





INBUYER

A MATCHMAKING PLATFORM

The platform allows Italian companies to meet online selected foreign counterparts and to create a virtual showcase and showcase their products.

In the last 3 yrs, **12.000 B2B meetings** have been organized in the platform for **4.000 Italian companies** with **1.500 foreign buyers**.



THANK YOU!

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