



# MIND

Marketing, Internationalization & Development

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Erasmus+



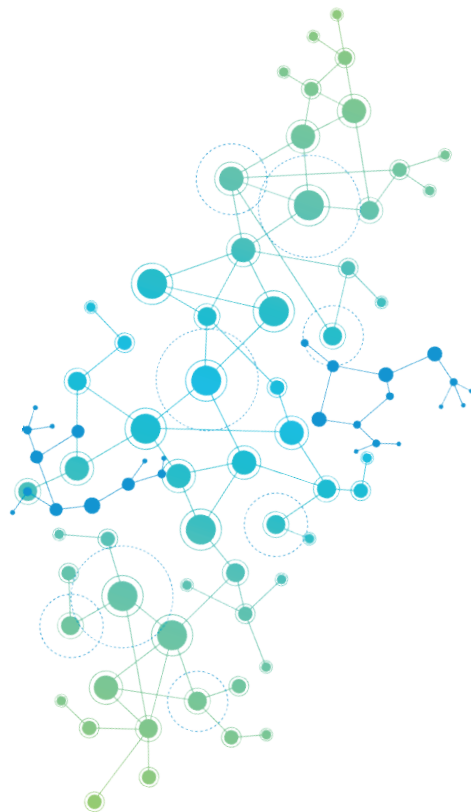
## The project

The **M.IN.D - Marketing, Internationalization & Development** project aims to:

- **create a stable, European network** between institutional, economic and training actors to analyse, design, test, validate and disseminate a European framework to qualify an «**International Marketing Manager**» vocational profile. The profile defined with the contribution of the partnership, will be articulated in competences, named and describing knowledge and capacities/abilities and will indicate the relative EQF of the result expected and contain indicators to identify possession/exercise of a set of distinctive skills to:
  - a) support SMEs in internationalisation processes
  - b) analyse the internal and external resources of the enterprise to identify market opportunities and relative strategies to adopt
  - c) define international marketing strategies
  - d) guiding SMEs in defining export plans
- **validate and diffuse training standards and the didactic framework developed in the MIND project**
- **increase digital integration in learning**, favouring access to a plurality of open educational resources to access via the Open Educational Resources (OER) created with visual thinking techniques with the help of 2D/3D animations and games

The **expected results** of the project are:

1. **the constitution of a stable, multi-actor transnational network**
2. **undertaking of a cognitive analysis** on a sample of SMEs that belong to the agro-food sector, with particular reference to SMEs interested in international development of the business, expression of the partner economic systems, focusing on human, financial and technical resources
3. **creation**, via network socialisation spaces, **of opportunities for networking**, to aggregate ideas, experience, skills in the common design of a set of skills in the field of business internationalisation
4. **creation of the “MAR.CO Marketing Competencies”** learning environment adopting training solutions in line with the evolution of technologies and multimedia languages, not confined to places and set times, leading to forms of **social/collaborative learning**.



# The project

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5. **involvement of a group of 100 people (30IT, 30ES, 15GR, 15TK, 10FR) in the testing of the “MARK. UP- Marketing Upskilling”** multimedia product, structured in OER to develop the set of distinctive skills of an organisational/management, commercial, relational and marketing nature, functional to define a correct and sustainable strategic plan for the international projection of small and medium enterprises
6. **creation of MIND STORY**, a cross-media digital book to narrate the behind the scenes, the highlights, the stories, the people and participants' experience
7. **identification of opportunities foreseen by regional, national and community calls**, to implement and transfer the project results to new contexts/territories.

## INTELLECTUAL OUTPUT:

1. Competence needs analysis
2. Elaboration, design and creation of OER that constitute the MARK.UP- Marketing Upskilling multimedia product
3. Design and creation of the “MAR.CO - Marketing Competencies” learning environment and search for support tools for enterprises
4. Testing of the OER, the teaching material and internationalisation support tools
5. Implementation of a Company Check-up
6. Design, creation and implementation of “MIND STORY”.

# The partnership

## Chamber of Commerce of Salerno

The Chamber of Commerce of Salerno, is a functionally autonomous body governed by public law, exponential of the interest of the enterprise system of the territorial district of Salerno, which operates according to the principles of the law and of its Statute. There are about 120,000 companies registered with the Chamber of Commerce of Salerno of which 100,000 are active. The Chamber of Commerce of Salerno works daily to promote and implement territorial marketing and internationalization strategies as well as skills development that attract local investment in all economic sectors.



## Chamber of Commerce and Industry for Spain

The Italian Chamber of Commerce and Industry for Spain is a non-profit organization consisting of Spanish and Italian businesses and professionals.

The added value of CCIS is its direct contact with companies, institutions, associations and training institutions both in Spain and in Italy, which allows to carry out projects and activities in various sectors for specific target groups. A staff of 10 professionals in different areas of specialization (services for workers, promotional activities, communication, training) guarantees an integral support to requests from staff interested in the two markets, as well as high quality standards in actions undertaken.

The extensive contact network of the CCIS covers every sector of activity. The availability of its members represents an added value to any type of project in the professional field.



## Chamber of Commerce of Atene

The ACCI serves as a basic advisor and consultant to the government in matters concerning commerce, industry, economic development policy. This mission is prescribed by current Laws (N.2081/92), as well as by the rather successful traditions of previous decades.

The confluence of these two factors has established the reputation the ACCI in both the government and the productive forces as one of the most authoritative advisory bodies for decision making and the orderly operation of the country's economic activities.



## The partnership

### Chambre de Commerce Italienne de Lyon

Chambre de Commerce Italienne de Lyon (CCIE Lyon) is a French no-profit association of industrial and commercial enterprises, professionals and traders who wish to work actively to develop economic relationships in Europe, especially between Italy and France. Active for more than twenty years on the territory of the region Rhône-Alps, CCIE Lyon is also officially recognized by the Italian Government as an Italian Chamber of Commerce Abroad and belongs to a network of over 81 Chambers in 55 countries all over the world. CCIE Lyon works on behalf of companies or Institutions in order to promote and build up business relations between France and Europe.



### Aydın Ticaret Borsası



The Aydın Commodity Exchange began its operations with 93 members on October 10, 1956. Our organization has 14 Council Member and 5 Board of Directors who was elected from Council Member. 52 staff are working in our organization together Aydın Private Food Control Laboratory that is accredited from TURKAK.

Aydın Commodity Exchange have 360 SMEs actively who interested in agriculture, national and international trade, export, import especially olive and olive oil products, fruits and vegetables. Aydın Commodity Exchange is also an Accredited Exchange. It is our duty to provide training for our SMEs.

### Aydın Governorship

In the process of our country's accession to the EU, Aydın Governorship EU and Foreign Relations Coordination Centre has the responsibility of running on the basis of cooperation, communication and coordination in Aydın Province in the process of Accession to EU and put it into effect throughout Aydın.

The duty of the EU Centre can be categorized in to following three points:

- To establish the necessary infrastructure
- To prepare the City's citizens for the EU citizenship
- To make sure the citizens understand the process and implementations demanded by the EU, which are binding for all EU member states.



# The partnership

## IAT - Instituto Andaluz de tecnología

The Instituto Andaluz de Tecnología (IAT, Andalusian Institute of Technology) is a Technological Centre of Engineering and Innovation Management established as a non-profit private foundation, recognized as being of public interest. IAT acts under strictly professional criteria, providing Knowledge Intensive Services and developing its own technology.

It aims to meet the needs and expectations of its Interest Groups: employers, clients, people from the organization, stakeholders and the social environment.



## Espatec



Espatec is Castellón's Scientific, Technological and Business Park. Promoted by the Universitat Jaume I (UJI) and the Castellón Businesspeople's Confederation (CEC), espatec was set up in 2007 for the purpose of offering quantitative and recognised contribution to both socio-economic development in the province of Castellón and the diversification of its industrial fabric. Its aim is to create a reference environment in Castellón which hosts, supports, encourages and helps innovative business initiatives to grow, and which facilitates active technology transfer in the University.

## Hellenic American Union

Founded in 1957, the Hellenic American Union is a public-service institution with an international focus and strong community commitment, dedicated to providing opportunities for a diverse range of audiences to encounter and benefit from innovative educational programs and cultural events. These programs are developed independently by the institution or in partnership with European and American educational and cultural organizations and aim to directly address emergent social or economic needs. Since its establishment, the HAU has welcomed students and visitors from all over the world. It is estimated that to date 2.700.000 persons from 75 countries have enjoyed its services.



HELLENIC AMERICAN UNION  
An educational public charity



## The partnership

### Fundació General de la Universitat Jaume I

Fundació General de la Universitat Jaume I (FUGEN) is a general purpose foundation governed by Universitat Jaume I of Castellon whose role at the University is developing / managing different general purpose activities. The management of ESPAITEC, Science and Technology Park has been entrusted to FUGEN by the Universitat Jaume I of Castellon. ESPAITEC is the science, technology and business park of Jaume I University in Castellón, Spain. It was set up in 2007 for the purpose of offering quantitative and recognised contribution to both socio-economic development in the province of Castellón and the diversification of its industrial fabric. ESPAITEC aims at creating a reference environment in Castellón which hosts, supports, encourages and helps innovative business initiatives to grow, and which facilitates active technology transfer in the University. Currently FUGEN is supporting around 50 SMEs settled in ESPAITEC (under different level of life cycle). The support is focused on add-value services such as financial resources, networking, project partnerships, fostering knowledge transfer S2B, etc.



### Prism Consulting Srl



PRISM Consulting is a limited liability company formed by a group of experienced trainers and organizational and management consulting experts. It aims to manufacture products or provide services that:

- increase the efficiency and competitiveness of organizations
- stimulate economic growth and employment
- support innovation, internationalization and transnational cooperation
- promote skills development
- ensure easy access to communication and information tools.

### Formaper

Formaper is the training Agency of the Milan Chamber of Commerce, Industry, Craft and Agriculture and brings an in-house competence arising from the training demand of the 325.000 enterprises registered within the Milan CCI. Institutional task is to contribute to the development of an entrepreneurial culture building on specific know-how acquired in the most dynamic and vital of Italian regions, which includes several world-class SME clusters. The objective is to support sustainable economic and social development through the provision of high quality training and consulting services.



FORMAPER

MILAN CHAMBER  
OF COMMERCE INDUSTRY  
CRAFT AND AGRICULTURE





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