

“MEDITERRANEO”

Training course in Entrepreneurship for the internationalization of Companies in the Countries of Northern Africa

Period June - December 2010
Site Fondazione Ansaldo, Genoa - Italy
Language English

The Project is proposed by “**Università degli Studi Mediterranea di Reggio Calabria**”, the University of the city of Reggio Calabria, cultural and scientific reference point in the Mediterranean Area and “**BENECON**”, Research Centre for Cultural Heritage, Ecology and Economics, belonging to the four Universities of the Region Campania, for the support and the technological transmitting to the businesses of the innovative know-how.

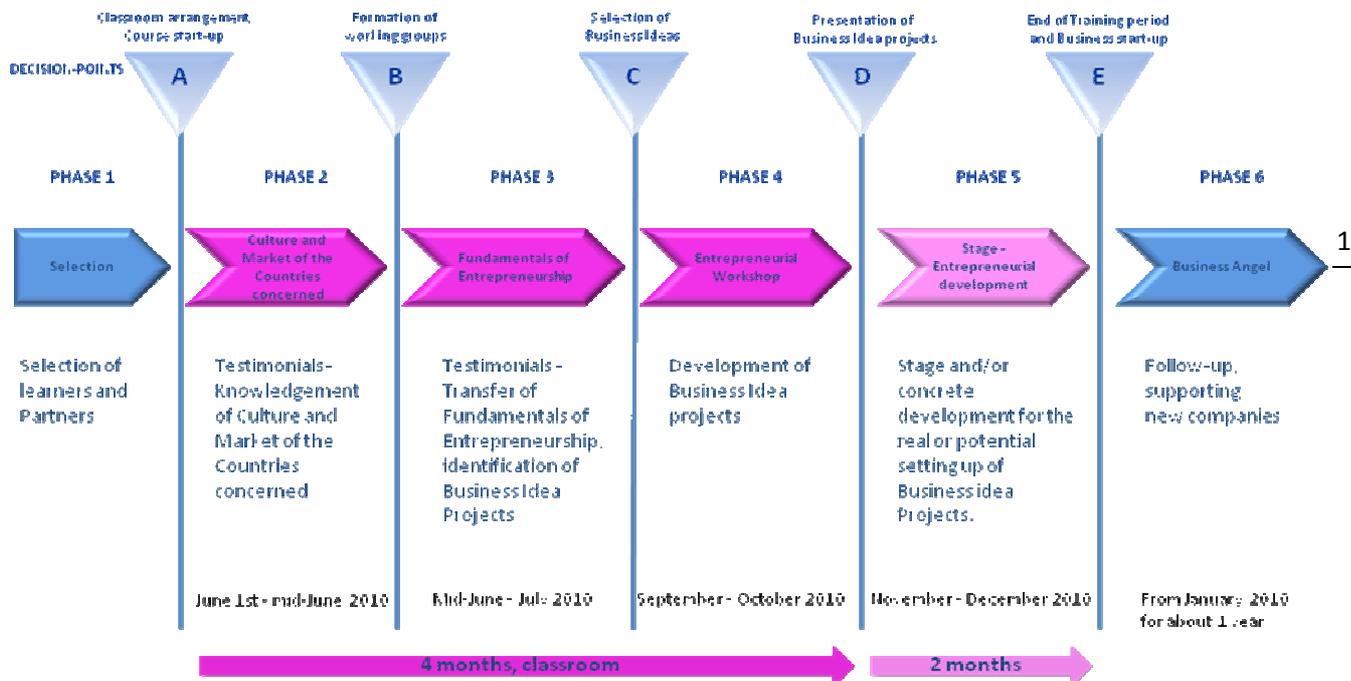
Their operating partners for “Mediterraneo” are “**Fondazione Ansaldo**”, Finmeccanica Group Foundation for Entrepreneurial Culture and “**ARPA**” School of Entrepreneurship.

“MEDITERRANEO” is an entrepreneurial setting-up Course, which integrates both Italian and “Mediterranean” (from Countries of Northern Africa: Algeria, Egypt, Libya, Morocco, Tunisia) learners.

The project is supported by important co-operation partners: Administrations, Institutes, Universities and Companies.

Period

The formative course is articulated from June to December 2010.



Contents

The Course is divided in four central phases, preceded by selection and followed by activity of Business Angel.

The first classroom segment is about Knowledge of **Culture and Market of the Countries concerned** by the project (Northern Africa and Italy). Experts point out peculiarities of each Country of Northern Africa and Italy, and outline their Cultural and Economic Scenery; During Phase 3 significant Testimonials from Industries, Companies, Administrations, Universities, starting from their personal experience, point out the “**Fundamentals of Entrepreneurship**”, human and professional skills that are essential for entrepreneurship and management.

Participants identify a business idea which is developed in a Project in the further phase, “**Entrepreneurial Workshop**”. Last formative phase consists of a **Stage** with Companies, Universities, Administrations and/or deepening of concrete development for the real or potential setting up of Business idea Projects.

Proposers



Operating Partners



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Participants

Learners to be selected are 12 from Egypt, Morocco and Tunisia, 4 learners-listeners from Algeria and Libya, 12 Italian learners-listeners. They are selected by the following features:

- **Curriculum Vitae et Studiorum**
- **Linguistic Skills: English is mandatory, Italian is a preferential skill.**
- **Entrepreneurial Skill in International Market**

Potential learners possibly have a Bachelor Degree, and have the opportunity to develop a Master Degree or PhD thesis inside the project together with their University.

They are assessed by presentation of their CV and any other documents useful to identify skills and competences; then they are evaluated by one-to-one and/or collective interviews: particular attention is pointed on personal entrepreneurial skills and internationalization, as on experience of work and study abroad. Learners are selected also following requirements of the Companies involved in the project.

An original approach to High-training

The model refers to a more than ten years experience on High-training, belonging to pragmatic case-histories and teaching professional autonomy and entrepreneurship, integrating traditional University Courses.

Seminars

Learners participate to seminars, to involve them into an interactive approach, both in meetings with a single Lecturer and in Round Table discussions on particular themes of interest.

The restricted number of Learners grants a personalized and effective coaching.

Business Idea Projects

Learners, supported by the School, select a Business Idea with focus on Internationalization and Innovation in the Countries concerned by the Project. Each project is developed together by Northern African and Italian learners.

Business areas of particular interest, with focus on Innovation and internationalization of Products, for the Business Idea Projects:

- **Energy , with focus also on Sustainable Energy**
- **Transportation: Maritime and Land; people or goods transport**
- **Infrastructures and Distribution System, both material and immaterial products**
- **Tourism**
- **Landscape Valorisation**
- **Cultural Heritage**

Main site of the Course

The training course is held in Genoa, Italy. The main site is Fondazione Ansaldo, in the historical “Villa Cattaneo dell’Olmo” which is situated in “Ponente”, the Industrial east area of Genoa, a vital industrial area with Shipyards, Iron and Steel Industries, Electromechanical Industries, Electronics, Biomedical, together with other sectors too.

Services and perspectives

Course Tuition fee expense is granted for all Learners. It is foreseen an “una tantum” forfait refund for travel from/to Country of Origin, together with a scholarship, cash or in services, for board and lodging. During Classroom phases there is a Refectory Service close to the main site of the project. Facilities or refunding for transfer from/to Course sites and visits at Companies and Laboratories are also available.