

Newsletter

Issue 5 | July 2022

S.Ma.R.T addresses the challenge to form market intermediaries in the agri-food sector able to properly operate in global markets. It has developed a curriculum for Sales management in Agri-food sector and test it including the check up model at the four universities (Marche Polytechnic University, Poznań University of Economics and Business, University of Primorska; and Universitat Rovira i Virgili).

In May, S.Ma.R.T. started with the first round of multiplier events, which

FACTS AND FIGURES

Realised Tasks:

- multiplier events
- organising conference

Results:

- “1st multiplier events finalised”
- “Draft of Conference”

have finalised recently A second round will follow finalising with the Project Conference the 21st of September in Tarragona

Multiplier events

Finalised the piloting of the new curriculum, the project partners started in May with multiplier event in Slovenia and Italy. At the end of May and in June followed events in Poland and Italy presenting the curriculum to students, universities, chambers of commerce, enterprises, trade associations, training agencies, social partners, and public authorities competent for education and training



On 31 May 2022, the Wielkopolska Chamber of Commerce and Industry (WCCI) organized the 3rd multiplier event in Poland. 21 representatives of enterprises attended the event, at which the learning programme and check-up model were presented.

After the presentation, participants hold a discussion about the European programs, the influence of covid-19 on learning, welcoming the new available tools as they contribute to form future employees with a combination of theoretical knowledge and experience. This is extremely important for the

The 2nd event round started in Slovenia and will finalise with the Conference in Spain

agri-food enterprises,

Additional to the previewed schedule of multiplier events, the Italian Chamber of Commerce of Barcelona hold an online event at the 28th of June in Barcelona. 30 companies participated at the event, during which the results of the project – learning programme and check-up model - were presented. Moreover, the Marketplace part of the project were also mentioned and the possible International Sales Manager figure was discussed. According to the participants, the event was a success.

Conference

The project team of the Universitat Rovira i Virgili is organising the Final Conference of the project scheduled for the 21st of September.

It counts with welcome speech of the new Rector of the university and introductory speech of an represent of the Climate Action, Food and Rural Agenda of the Generalitat of Catalonia.

In the morning session two round table are previewed. One, with the presentation of enterprises and an representative of the Catalan Agency to promote the international Commerce is focused on the actual problems of the agri-food enterprises: The future of the Agri-food sector in the EU: business challenges.

The second round table with representatives of chambers of Commerce from Catalonia, Slovenia and Poland will treat role of public institutions and chambers of Commerce in the internationalisation process of agri-food firms

In the afternoon session the presentation of the learning programme and a debate about the role of university curriculum to fulfil the job market needs in the agri-food sector giving voice to the universities, which participate in the

Final Conference is scheduled for the 21st of September in Tarragona

project.

The definitive conference programme will be exposed in the web of the project, the next newsletter and via the communication channels of the project partners. For operation reason, we ask for registration to the conference: [REGISTRATION](#)

Interested in the learning programme can access to the curriculum at the [Erudire learning platform](#), previous [registration](#).

Interested in S.Ma.R.T?

Contact us by email at

contact@smarteuproject.eu

or subscribe to our newsletter at our project website:

<https://smarteuproject.eu/>

You will be the first one to be informed about our results and will be invited to participate in our activities!

You also can send us an informal request letter to join us as associate partner participating to put in practice the curriculum.

To be informed about the project news, please, consult

<https://smarteuproject.eu/news/>

Consortium



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