

## Export Manager avancée

526976-LLP-1-2012-1-IT-LEONARDO-LMP

<http://www.adam-europe.eu/adam/project/view.htm?prj=9885>

## Information sur le projet

Titre: Export Manager avancée

Code Projet: 526976-LLP-1-2012-1-IT-LEONARDO-LMP

Année: 2012

Type de Projet: Développement d'innovation

Statut: Clôturé

Pays: EU-Projets centralisés

Accroche marketing: Web Manager Export avancée est le projet financé par l'UE pour la création d'un parcours de formation complet pour les gestionnaires d'exportation fortement influencée par les technologies nouvelles et émergentes en matière de TIC et de web-marketing et d'approches. PME Européens ont besoin de plus en plus de personnel spécialisé sur la gestion des exportations en mesure d'exploiter pleinement les possibilités offertes par les TIC et le marketing Web. En conséquence, le projet vise à générer une nouvelle opportunité de formation spécialisée pour une deuxième génération de gestionnaires d'exportation.

Résumé: The main objective of the project is to improve the quality of the VET offer for Export Managers by developing an innovative training course. The concept is based on the upgrade of traditional EM training (and relevant expected competences) into a new professional profile able to fully exploit opportunities offered by internet, leveraging on most advanced ICT solutions and web marketing approaches.

Accordingly the first "change" has to be produced within partners' regional VET offer. Traditional training of EM (i.e. acquisition of competences on how to understand foreign trade and export dynamics of the Company, defining the strategy on international markets, implement an export action plan, etc), will be integrated in each step with solutions and approaches brought by web marketing approaches. As a consequence of such advanced training, the Web Advanced Export Manager will be also able to use a new and upgraded range of competences (EM+ web), allowing the trainee to directly work or manage the export office of a company, including (for largest companies) to coordinate a team of HRs devoted to export activities and the staff of ICT technicians.

The project aims at creating a training package addressing individuals involved in Initial Vocational Training and Continuous Vocational Training (either already trained in one of the two core competences, or not), in order to make them more attractive for employment or advancement of career in a company or Ready to run their own business as advanced export consultant.

The EM2.0 will be a professional profile whose added value is represented by the capacity to manage the Export Manager job with the full range of opportunities from the web. It means that the EM2.0 does not completely replace experts in ICT or web marketing agencies, but is able to coordinate and manage them in the most effective and efficient way.

A second "change" is required in the VET offer in other regional contexts. The project will prepare the ground for a wide transfer of the training to other European VET institutions and other organizations interested in enlarging their training offer providing relevant regional environment with further opportunities of employment and development in the export domain. Further to this, the communication and dissemination campaign will work to produce interest in the new training course and stimulating the demand of transfer.

Description: The project will start with an analysis of training offer at regional/country level. Such analysis will allow a collection of information concerning contents and approaches of VET offer for EM training. Once created a consistent base of knowledge about EM training course, the scheme of EM training path/course (including updated available training material) will be prepared, merging most relevant contents from different sources scouted. This activity will be the object of "WP2. Identification of training courses for Export Manager (methodologies and contents); merging of elements from different courses into a unique training path". In "WP3 – Analysis of training path and identification of potential integration of web

## Information sur le projet

related tools and approaches into the EM training course”, the consortium will investigate and analyze the wide range of existing tools and applied approaches of Web Marketing (including most advances SEO and SEM strategies). This research aims at detecting in which phases of the Export Manager regular activities the webbased tools might intervene and be plugged, influencing i) the export strategies, ii) the use of tools, iii) the way human, economic and financial resources available are allocated, as well as iv) the definition of the organizational structure of the international trade of the EM’s client. In WP3, a selection of such innovative tools will be performed and a EM web toolbox will be elaborated.

WP4 is the core work package of the project. Findings from WP2 and WP3 will be the basis to develop the training course for EM2.0 (methodology + training course structure + pedagogical material). The WP runs from M9 to M23, first designing a draft version of the course, and finally fine tuning it in its final version, after the pilot. The unitary of the WP follows a logic connected to required expertise for the design of training courses. In order to give continuity and ensure coherency to the work, having the same partner in charge of the implementation, coordination and monitoring of the WP4 tasks (and produced contents) is considered fundamental. For this reason, even if covering a large period of time which includes the performance of a Pilot Training (WP5), this WP is devoted to “Development of EM2.0 training methodology and pedagogical material; Elaboration of findings and lessons learnt from the pilot (WP5) including improvement and finetuning of the training course” .

WP5 – Implementation of a Pilot Training on a test bed is dedicated to the implementation of pilot delivery of the training course developed in WP4. The Pilot will take place in Slovenia. Besides of the availability of a training structure (rooms, instruments), the reason for the choice of the location is driven by the need to have a sufficient basin of potential subjects interested in participating to the pilot, sufficiently educated in English language (which is a quite common asset of young people in Slovenia, compared with other countries involved, excepted of course UK). The geographical location have been also important in the choice, as the country is in the middle of the geographical distribution o partner location.

The test bed will be composed tentatively of 15 persons, belonging to three type of subjects i.e. i) group already trained in Export Management; ii) group already trained in web marketing, SEO, SEM; iii) group without training. The pilot on three groups of subjects will help to identify weak pints of the training course under different levels of professional expertise. The test bed will include also one or more representative for each partner in order to give a further insight in the training path. Web Advanced Export Manager / EM2.0

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The results of the pilot training will be collected, assessed and used as a base for a further refinement of the training course evolving in the final product of the project. This activity will be implemented in the frame of the WP4.

The impact of the project strictly depends on the capability of the consortium to transfer the results and final products to other VET institutions, in order to increase the offer of VET in the different regions. For this reason In “WP6 Exploitation and Capitalization Strategy” partners will assess and decide how to capitalize the project results and provide substantial sustainability to the actual delivery of the training course within each partner Organization. This WP includes the preparation of the Transfer Package, to enable the consortium to transfer the project results to other Organizations.

Three further WPs (WP1 – Management; WP7 Quality Plan; WP8 Communication and Dissemination) will support the entire deployment of the project ensuring respectively i) a smooth administrative and financial management of the action; ii) a monitoring per steps of the achievement of project results and assessment of the quality of interim results; iii) a three way communication addressing Direct Beneficiaries, Indirect Beneficiaries and other stakeholders.

- Thèmes: \*
- \* TIC
  - \* Formation tout au long de la vie
  - \* Entreprise, TPE, PME
  - \* Formation continue
  - \* Formation initiale

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## Information sur le projet

Sectors: \* Industrie Manufacturière  
\* Activités Spécialisées, Scientifiques Et Techniques

Types de Produit: Modules  
Matériel d'apprentissage

Information sur le produit: the main product of the project will be the training course for EM2.0 whci describes the methodological approach and the modules.  
Modules will be composed tentatively as follow:i) a description of the module (which includes an introduction to the module, objective of the module and knowledge to be acquired; duration, etc; ii)the core contents of the module; iii)the core contents of the module translated into presentations/slides; iv)accompanying didactic material; v) test to assess the trainees after the delivery of the training.

Page Web du projet: [www.exportmanager20.eu](http://www.exportmanager20.eu)

## Contractant du projet

Nom: Centro Estero Umbria  
Ville: Perugia  
Pays/Région: Umbria  
Pays: IT-Italie  
Type d'organisation: Association/organisation non gouvernementale  
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## Partenaire

### Partner 1

Nom: Chamber of Commerce and Industry of Slovenia Institute for Business  
Ville: Ljubljana  
Pays/Région: Slovenija  
Pays: SL-Slovénie  
Type d'organisation: Chambre  
Site Internet:

### Partner 2

Nom: Consortium "European centre for development, execution and management  
Ville: Sofia  
Pays/Région: Yugozapaden  
Pays: BG-Bulgarie  
Type d'organisation: Autres  
Site Internet:

### Partner 3

Nom: Sistemi Formativi Confindustria Umbria  
Ville: Perugia  
Pays/Région: Umbria  
Pays: IT-Italie  
Type d'organisation: Syndicat  
Site Internet: <http://www.sfcu.it>

### Partner 4

Nom: Sheffield Chamber of Commerce & Industry  
Ville:  
Pays/Région: South Yorkshire  
Pays: UK-Royaume-Uni  
Type d'organisation: Chambre  
Site Internet:

## Partenaire

### Partner 5

Nom: Camara Oficial de Comercio Industria y Navegación de Barcelona  
Ville: Barcelona  
Pays/Région: Cataluna  
Pays: ES-Espagne  
Type d'organisation: National Agency  
Site Internet:

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## Données du projet

### 1. 2012\_3661\_FR\_EM2.0\_pub.pdf

[http://www.adam-europe.eu/prj/9885/prj/1.%202012\\_3661\\_FR\\_EM2.0\\_pub.pdf](http://www.adam-europe.eu/prj/9885/prj/1.%202012_3661_FR_EM2.0_pub.pdf)

Final Report (Public Part) of the EM2.0 project

### 2012\_3661\_PR\_EM2.0\_pub.pdf

[http://www.adam-europe.eu/prj/9885/prj/2012\\_3661\\_PR\\_EM2.0\\_pub.pdf](http://www.adam-europe.eu/prj/9885/prj/2012_3661_PR_EM2.0_pub.pdf)

EM2.0 Technical Progress Report (M1-M12), approved by EACEA on 28.01.2014

### D2 2 EM Training framework\_ Final.pdf

[http://www.adam-europe.eu/prj/9885/prj/D2%202%20EM%20Training%20framework\\_%20Final.pdf](http://www.adam-europe.eu/prj/9885/prj/D2%202%20EM%20Training%20framework_%20Final.pdf)

Outcomes research WP2 about existing training offer for export managers

### D3.1 Scheme of embedment.pdf

<http://www.adam-europe.eu/prj/9885/prj/D3.1%20Scheme%20of%20embedment.pdf>

Resources 2.0 and their embedment into Export Manager training course

### Leaflet EM2.0\_En.pdf

[http://www.adam-europe.eu/prj/9885/prj/Leaflet%20EM2.0\\_En.pdf](http://www.adam-europe.eu/prj/9885/prj/Leaflet%20EM2.0_En.pdf)

### Newsletter 2\_.pdf

[http://www.adam-europe.eu/prj/9885/prj/Newsletter%202\\_.pdf](http://www.adam-europe.eu/prj/9885/prj/Newsletter%202_.pdf)

### Newsletter EM2.pdf

<http://www.adam-europe.eu/prj/9885/prj/Newsletter%20EM2.pdf>

## Produits

- 1 Training Course for Export Manager 2.0

## Produit 'Training Course for Export Manager 2.0'

Titre: Training Course for Export Manager 2.0

Type de Produit: Modules

Texte marketing: Formation à la gestion des exportations montre une formation professionnelle offert déjà développé, mais encore très axée sur une approche traditionnelle basée sur les réseaux d'organisations intermédiaires. Encore trop peu opérateurs en Europe semblent être conscients de la nécessité d'intégrer les TIC et contenus web / potentiels dans EM formation traditionnelle. Le cœur de ce projet est représenté par l'adéquation entre les compétences de base existantes en matière de gestion de l'exportation et de marketing sur le Web, afin d'améliorer les compétences dans un profil autonome professionnel capable de gérer l'exportation et le commerce extérieur avec une vue rapprochée de Web axé sur les marchés mondiaux.  
Une approche novatrice de former la prochaine génération de l'EM, attrayante pour le marché de la formation, pour les futurs professionnels de l'exportation et pour les PME européennes.

Description: The final product of the project is represented by a training course (full structure, methodological approach and modules) for the delivery of Export Managers 2.0.

Modules are expected to be composed as follow:

- a description of the module (which includes an introduction to the module, objective of the module and knowledge to be acquired; duration, etc;
- the core contents of the module;
- the core contents of the module translated into presentations/slides;
- accompanying didactic material;
- "final test" template, to assess the quality and effectiveness of training.

Cible: Potential Trainees: this group constituted of people in VET, already skilled in one of the two core elements of the training (EM and Web Marketing) or not trained yet. They will benefit in terms of improvement of the VET regional offer, in particular of the new training course delivered by any of the project partners or other VET institutions; this group will be involved during the life-cycle of the project, in particular during the Pilot phase, where they will be used as a test bed and to have a direct feedback about the effectiveness of the training;

Potential Transferee: this group constituted of Organisations potentially interested in including the EM2.0 course in their VET offer will benefit in terms of opportunity to be enabled to deliver the training, increasing therefore their offer and potential market. They will not be directly involved during the process of production of the training course. Nonetheless, those actors will be the main target during the implementation of WP6 (exploitation strategy) when the potential market of transferee will be assessed and invited to express its interest in the new training path.

Companies and their associations: this group of stakeholders will not be involved directly in the project, but will be the target of the communication and dissemination campaign. The communication campaign will not only disseminate information about the project and its contents, but will also act as awareness campaign concerning the need of improvement key staff competences (already employed export managers) according to the current needs of the market. This campaign is intended to generate a new demand of trained human resources, pushing the demand of training.

Résultat:

Domaine d'application: The product will be used to deliver training for Export Managers in the frame of the the vocational training offer of partner organisations.  
Furthermore, it will be used to transfer knowledge to other interested VET institutions.

Adresse du site Internet:

## Produit 'Training Course for Export Manager 2.0'

Langues de produit: anglais