



# Institutional Profile

Agency established since 1974 for the promotion of international trade relations of SMEs from the central Italian region of Umbria

# Who we are



- ▶ Umbria Export was created in 1974
- ▶ It is an Italian non-profit agency originally promoted and still supported by Confindustria Umbria (the regional branch of Italy's leading industrial union).
- ▶ Its mission is to promote international trade relations for SMEs from the central Italian region of Umbria.
- ▶ It performs this mission through public and/or private funding with local, national and international institutions, organizations, banks and companies.
- ▶ Umbria Export is a highly representative and dynamic organization, whose main shareholders bear different and complementary roles which contribute to effective foreign market access and proficient long-term relations.

# Main activity program



- ▶ At present, Umbria Export and its associated training agency, S.F.C.U., are running a joint consultancy service for vocational training in Romania with local Romanian government bodies with an aim to support development of public employment services through specific guidance and assistance procedures. Beneficiaries of this service are both employed and unemployed persons. The activities are financed by the European Social Fund.
- ▶ In October 2012, Umbria Export hosted H.E. the Ambassador of Ghana in Italy to promote business opportunity in Ghana and present an overall framework of sub Saharan market scenarios.
- ▶ In April 2013, Umbria Export managed a trade mission to Vietnam with 12 Italian companies and organized a wide number of successful b2b meetings in both Hanoi and Ho Chi Min.
- ▶ In May 2013, Agrimech Umbria, a network in the agricultural machinery industry coordinated by Umbria Export, participated in Nampo Harvest Days, South Africa's leading agricultural trade fair.
- ▶ All the above clearly confirm Umbria Export's attention to the sub Saharan region.
- ▶ Umbria Export is the Lead Applicant in a number of different projects co-funded by the Europeaid Program in Central Asia.
- ▶ Umbria Export shareholders are described in the following table.

# Who we are

25  
MEMBERS  
COMPANIES



over 1400  
COMPANIES



# Main activity program



## ▶ COUNTRY PRESENTATIONS

From 2011 to the present, Umbria Export has organized almost 20 in-depth country presentations on countries such as Argentina, Brazil, Bulgaria, Chile, China, Ghana, India, Mexico, Pakistan, Poland, Romania, Russia, Serbia, South Africa, Tunisia, Turkey, United Arab Emirates and Vietnam, in order to promote partners' business. In 2013 Umbria Export organized country presentation about Romania and South Africa.

▶ Countless seminars and training events in partnership with S.F.C.U.

## ▶ Organization of foreign business missions in Umbria

Umbria Export manages business missions in Umbria from foreign countries. Past missions have included countries such as: Argentina, Australia, Brazil, Chile and Russia in 2011 and Mexico, Poland, Turkey and Vietnam in 2012. In 2013, Umbria Export organized different such missions for foreign dealers from different countries such as the UAE, Russia and others.

## ▶ Organization of business missions abroad

Recent such missions have included countries such as Argentina, Colombia, France, Serbia and Turkey.

## ▶ International trade fairs services

Umbria Export coordinates participation at international trade fairs all over the world.

# Main activities



## ► Governance of industrial networks

Agrimech  
Umbria

- agricultural machinery industry

Automotive  
Umbria

- Automotive industry

Biomedical  
Cluster

- Biomedical and healthcare industry

Ambiente  
Umbria

- Italian finest interior design and furnitures

# International Promotion



- ▶ **ARGENTINA, BRAZIL, CHILE and MEXICO**  
“Ambassadors of Umbria in Central and South America”
- ▶ **INDIA**  
“Business Partner Researches in Agricultural Machinery industry”
- ▶ **MIDDLE EAST**  
“Market and business partner researches”.  
Mechanic, renewable energy industry
- ▶ **TURKEY**  
Best practice transfer aimed at creating proficient consortiums
- ▶ **ROMANIA**  
Best practice transfer for vocational training

# Participation in Trade shows



- ▶ **BRAZIL** - Fispal 2011 - food
- ▶ **ITALY** - BIT 2011 - tourism
- ▶ **GERMANY** - Anuga 2011 - food
- ▶ **CHINA** - FHC 2011 - food
- ▶ **KAZAKHSTAN** - KazAgro 2012 - agricultural machinery
- ▶ **LYBIA** - Lybia Build 2012 - building and general contracting
- ▶ **GREAT BRITAIN** - Farnborough Air Show 2012 - aerospace
- ▶ **FRANCE** - Sial 2012 - food
- ▶ **FRANCE** - Mechatronic Connections Aix Les Bains 2013 - mechatronics
- ▶ **COLOMBIA** - Agroexpo Bogotá 2013 - agricultural machinery
- ▶ **FRANCE** - Le Bourget Air Show 2013 - aerospace
- ▶ **SOUTH AFRICA** - Nampo Harvest Days 2013 - agricultural machinery



# Foreign business missions in Umbria



Umbria Export has recently organized the following foreign missions in Umbria:

- ▶ **AUSTRALIA** - food and tourism industry
- ▶ **ARGENTINA, BRAZIL, CHILE and MEXICO** - agricultural machinery, food, handicrafts and tourism industries
- ▶ **RUSSIA** - Russian architects for the interior design and furniture industry
- ▶ **VIETNAM** - Institute for Agricultural Machinery, Post Harvest Technology and Rural Development

# Specialized training



In partnership with *Sistemi Formativi Confindustria Umbria* (a training agency promoted by the industrialists' union), 4 specialized training courses will be organized on:

- ▶ International Contracting
- ▶ Commercial risk management
- ▶ International Payment Services
- ▶ Setting-up foreign offices/production plants, finding funds to support delocalization and internationalization processes

Continuous training will be offered on a wide number of countries.

# The partnership with SFCU



- ▶ S.F.C.U. - Sistemi Formativi Confindustria Umbria - is a training agency promoted by Confindustria Umbria, the regional branch of Italy's leading industrialists union. Its core business is vocational training and business management training.

## **SFCU FIGURES 2001 – 2010**

Main areas	Projects managed	Beneficiaries	Training hours delivered	Companies involved
Labor policies and vocational training	208	8.833	116.566	2.635
Entrepreneurial training and management	1.837	45.459	117.665	4.736
<b>TOTAL</b>	<b>2.045</b>	<b>54.292</b>	<b>234.231</b>	<b>7.371</b>

# Partnership with SFCU



## SFCU FIGURES 2011

Type of project	Value	Number of projects	Training hours delivered	Beneficiaries	Companies involved
Master and courses for new graduates and high school graduates (e.g. Management, Mechatronics, Machinery, Marketing, Technological Innovation, Export, Textiles, etc.)	€ 1.966.277	13	8.480	215	131
Vocational training for youths	€ 864.872	13	12.090	270	105
Apprentice courses	€ 180.000	4	960	80	20
Life long learning	€ 200.000	1	1.560	465	-
Entrepreneurial and management training	€ 8.821.709	340	31.518	11.029	842
Actions financed by European Social Fund	€ 11.319.227	3	-	-	-
Vocational guidance for high school students	€ 39.000	1	150	200	-
<b>TOTAL</b>	<b>€ 23.391.085</b>	<b>375</b>	<b>54.758</b>	<b>12.259</b>	<b>1.098</b>

# Partnership with SFCU



## SFCU FIGURES 2012

Type of project	Value	Number of projects	Training hours delivered	Beneficiaries	Companies involved
Master and courses for new graduates and high school graduates	€ 240.000	4	1.200	56	60
Vocational training for youths	€ 440.000	7	6.400	100	60
Entrepreneurial and management training	€ 4.500.000	200	10.700	3.000	155
Actions financed by European Social Fund	€ 9.000.000	3	-	-	-
<b>TOTAL</b>	<b>€ 14.180.000</b>	<b>214</b>	<b>18.300</b>	<b>3.156</b>	<b>275</b>

# Partnership with SFCU



## BUSINESS ORIENTED COURSES MANAGED BY SFCU

Year	Business area courses
2001	Business process engineering, project management, six instruments for operational marketing, job creation
2002	Analysis of competitiveness, financial management of SMEs, supply chain management, development of information systems in business management, improvement of qualitative and organizational business management, problems and methods of customer satisfaction analysis, technological updating for development of corporate processes management, computer operator course for office automation instruments and ERP systems
2003	Marketing and sales, advanced financial management, from certification to continuous improvement, computer technology impact on business management, international marketing
2004	Business start-up, human resources management, integrated systems management concerning safety quality and environment, marketing and sales advanced management, six sigma, training for food preparation and sales, innovative productive processes management

# Partnership with SFCU



## BUSINESS ORIENTED COURSES MANAGED BY SFCU

Year	Business area courses
2005	Advanced courses in administration and management control, training for administration and accounting control, coaching/training on the job, new challenges for marketing in the digital age: innovation and personalization
2006	Training for integrated systems of automation and control, customer relationship management, brand management and brand equity, new methods of cost calculation: from cost control to cost management
2007	Administration and fiscal contributions, customer management: communication skills and front office
2008	Advanced vocational food processing and marketing training, methods and instruments for continuous improvement
2009	Innovation management, marketing and sales skills, marketing and communication, training for import/export office management and organization, safety management systems and organizational models
2010	Lean thinking management: soft approach to the supply chain, training for food processing, administration and sales



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