

# GCCP 2024

## Global Competitiveness Program for SMEs



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# Global Competitiveness Program for SMEs



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The thirteenth edition of the Global Competitiveness Program for SMEs (GCPyMES) was held during two weeks in the School of Economics of the Universidad Nacional Del Litoral (UNL), from 5th to 16th August, 2024. The Program was attended by **18** students, **7** students from *Università Politecnica delle Marche (Italy)*, **2** from the *Kaiserslautern University of Applied Sciences (Germany)* and **9** students from the Universidad Nacional Del Litoral (Argentina).

This program gives the students the opportunity to get in contact with real companies in Argentina presenting real problems they face. It is a challenging experience where not only attendants put in practice the knowledge they got at regular courses but most importantly, offers the opportunity to communicate, work and share with colleagues from other parts of the world, working together in a consultancy-like experience. ➤



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## WELCOME ACTIVITIES

On August 5th, the Dean of the School of Economics, the rest of authorities and the Advisors of the program gave a welcoming reception to the participants. At this welcome event, the Vice-Rector of UNL, Larisa Carrera, was present. Representatives from the tourism departments of the provincial government and the city of Santa Fe were also present and extended their welcome.

Then the company assignments were presented to each group which prepared the meetings with the companies' owners or management that were held during the first day.



## MEETINGS WITH COMPANIES

The students were divided into 4 groups according to their backgrounds to work on the consultancy assignments given by local companies. On the first day of the program they meet with the following companies: *Seed Matrix*, *Interdata Software SA*, *Diagramma* and *Kretz*.



## WORKING DAYS

The following days, all the groups started to work very intensively on the tasks during the mornings, and in the afternoons, they had daily meetings with the International Board of Advisors, where they showed their progress and got international guidance.





## LEISURE ACTIVITIES

Besides the academic activities, students and professors spend some time out with their colleagues getting the most out of the Argentinean culture. Walks, clubbing and outdoors activities were organized setting a real friendly environment, visit to the Constitution Museum and visit to the brewery of the city.



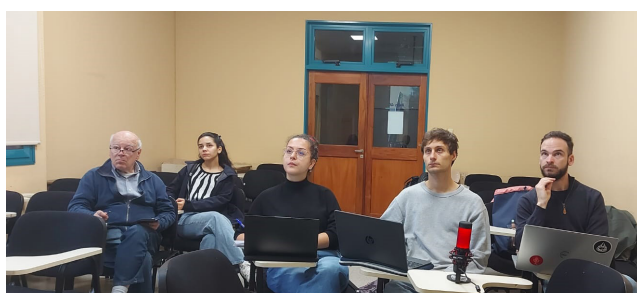
## FINAL PRESENTATIONS

In this edition, due to health issues affecting some students, the final project defenses were presented virtually during the week following the program's conclusion. These meetings were based on the final reports, previously assessed by the Board of Advisors. In this way, companies received suggestions from qualified consultants and students had the opportunity to work in a real case, with the support of international advisors. The companies were very satisfied with the work completed, which demonstrated the students' commitment and dedication.

## INTERNATIONAL VISITORS TO THE 13<sup>th</sup> EDITION

AS in the previous edition Prof. Elisa Baraibar Diez - Vice Dean of Planning, Digitalization and International Relations of the University of Cantabria - Spain, was part of the Board of advisors during the 2 weeks of the program development.

Thank you to all the participants and professors for making this Program possible. We hope you have spent a very good time in our University and in our city. ➤



The page is decorated with various arrow motifs. At the top, there is a horizontal row of eight light blue outlined arrows pointing right. Below it, a single dark blue arrow with a white outline points right. Further down, another horizontal row of six light blue outlined arrows points right. The central focus is the 'GCP 2024' logo, where 'GCP' is in a large, bold, dark blue font with a white outline, and '2024' is in a smaller, dark blue font with a white outline. Below the logo, the text 'Global Competitiveness Program for SMEs' is written in a dark blue, sans-serif font. To the right of this text is a dark blue arrow with a white outline pointing right. Below the text, there is a horizontal row of eight light blue outlined arrows pointing right. At the bottom left, there is a horizontal row of five dark blue arrows pointing right. At the bottom right, a dark blue arrow with a white outline points right. The overall design is clean and modern, using a color palette of dark blue, light blue, and white.

# GCP 2024

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