



services for business internationalization
Global Export
servizi per l'internazionalizzazione dell'impresa

GLOBAL EXPORT

SERVICES FOR BUSINESS INTERNATIONALIZATION
OF SMALL AND MEDIUM ENTERPRISES

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INTERNATIONALIZATION OF THE SMALL AND MEDIUM ENTERPRISES

The highly complex level of the international scenario, characterized by a continuously growing competition, a strongly dynamic consumption and an increasing quality of the offer, requires the enterprises going ahead and improving their own competitive plus in order to vie in the global market successfully.

In that viewpoint, the small and medium enterprise interested to enlarge its own business abroad is required to:

- focus and take the chances of the market
- know the "key words" for a profitable dialogue with foreign partners
- manage promptly and in a professional way the continuous demands
- foresee the critical steps through appropriate cautions

in order to get new customers and retain those already acquired.

Global Export's main purpose is **supporting the small and medium enterprises** which are willing to work in the foreign markets dynamically, by offering a timely and systematic management of their business relationship abroad.

Global Export offers consultancy and training custom-made services, making available its team's professional experience to **start, increase and strengthen the internationalization project** of the small and medium enterprise.

**INTERNATIONALIZATION IS A WORD
WE TALK ABOUT DEEDS**



PROFESSIONAL PROFILE

The Global Export team, to which some professionals and consulting firms join, is coordinated by its creator and executive manager **Elisabetta Leoni**.

She is good experienced in planning and managing internationalization projects and business relationships with foreign partners, thanks to an extremely dynamic and pragmatic approach to markets and clients.

After graduating from Law University of Bologna in 1991, she gained hands-on commercial experience with a local company and in 1995 she founded a consulting company providing assistance to small and medium-sized enterprises intent on entering international markets; as one of the company's managing partners, she took in charge of export business and commercial development of manufacturing / services companies.

Following that experience, in 1998 she continued in her consulting career as coordinator of international business for local companies, especially small and medium-sized, managing some research and development projects abroad, involved in hi-level consulting for companies looking to deal strategically on foreign markets.

From 2000 she is executive manager of **Global Export**, a consulting firm giving support to the small and medium-sized enterprises willing to work in a coordinate way to enter the foreign markets, to adopt the correct procedures and instruments, finally reducing risks and costs and improving in development their global business.

Global Export is a member of high-qualified networks specialized in innovative services for SMEs, a consultant for some organizations addressed to the local business development and also a training expert in professional and refresher business courses.

It teamed up with an on-line magazine publishing some articles about international marketing and export trade (*Azienda & Professioni*), also with a local magazine on economy and global market (*Piccola Industria Magazine*).

Global Export is the author of a monthly on-line bulletin, entirely focused on foreign markets and import-export news (*GEO - Global Export Online*).



Services for business assistance and consultancy

- Internationalization projects and business development
- Research of foreign partners and trade opportunities abroad
- Assistance in managing of commercial and contractual relationships in foreign markets
- Management of business contacts and participation in negotiations and business meetings with foreign partners
- Support for exhibitions, events congresses, meetings, briefings

References:

- CNA (Cesena, Forlì e Rimini)
- CONFARTIGIANATO (Cesena e Forlì)
- CONFCOMMERCIO Cesena
- CONFESERCENTI Cesena

Business training and professional refresher

- Refresher courses for internal human resources
- Professional and business training

Main subjects:

- Technical skills and instruments of internationalization (payments, transports, contracts, ...)
- Commercial procedures for import-export
- Organization and management of an export office

References:

- ASSOCIAZIONE SENECA (Bologna)
- CENTRO SERVIZI PMI (Cesena)
- CESVIP (Piacenza)
- CFP SACRO CUORE Lugo
- CIPA Modena
- CONSORZIO SPINNER (Bologna)
- COMITATO IMPRESA DONNA Bologna (Forlì)
- ECIPAR (Forlì-Cesena, Rimini)
- EFESO Emilia Romagna (Forlì, Ravenna)
- ENGIM (Cesena, Ravenna)
- ERT Emilia Romagna
- FORMART (Forlì, Imola)
- IRFATA Modena
- ISCOM Cesena
- IAL Emilia Romagna (Modena, Ravenna)
- Ist. Einaudi Rimini
- Ist. Ginanni Ravenna
- NUOVO CESCOT Emilia Romagna (Rimini)
- OSFIN Rimini

Dr. Roberto



PORTFOLIO PARTNERS

... is member of **INTERNATIONAL BUSINESS CONSULTANTS ITALY** network of professionals and integrated firms expert in business internationalization and trans-national operations
www.ibcitaly.net



... cooperates with various **PROFESSIONAL FIRMS AND CONSULTANTS** specialized in the start-up of financial dossiers supporting the sales activities and business qualification, especially for SMEs

... works in partnership with Petra Orlandi Vránová a professional consultant specialized in international business and specifically for Slovak market and trade

www.petra-orlandi.com



... cooperated to the magazine *Azienda & Professioni* by **EXPERTA** refresher and consultancy for professionals, firms and companies
www.experta.it



... is associated to **CONFESERCENTI Cesena** for the development of the commercial activities



www.confesercenticesenate.com

... cooperates with **CONFARTIGIANATO** of **Cesena** and **Forlì** for the internationalization of the associated companies



www.confartigianatocesena.it

www.confartigianato.fo.it

... is consultant for **PICCOLA INDUSTRIA** (CNA) of **Rimini** for business internationalization and import-export trade
www.piccolaindustria.it



... cooperates with **ASCOM GEST SRL** (Confcommercio Cesena) for the international business and trade area



www.ascom-cesena.it



... is a trainer of various associations and centres
credited to professional training projects and refresher courses of human resources



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