



Fondazione CUOA
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SECTION 1 – PRESENTATION OF COMPANY

1.1 - PRESENTATION OF COMPANY

Fondazione CUOA is a leading **Business School** situated in the Veneto region, operating at the national and international levels. Founded in 1957 as a post-graduate educational and training facility, it is today one of the most active training, research and consulting centres in Italy. Members of Fondazione CUOA are **Universities, Private companies, banks** and **Public bodies** (provincial and municipal governments). Fondazione CUOA links the academic component with the social and economic ones to provide training, research and consulting services to young graduates, entrepreneurs, managers and public officials. It implements a quality assurance programme certified under UNI EN ISO 9001:2000.

1.2 – ACTIVITY OF COMPANY

Fondazione CUOA has been operating for 50 years in the unique environment of clusters of SMEs in North-Eastern Italy providing **training, research and consultancy services**. Its core activities include 4 full-time and 4 part-time Master's degree programmes, as well as training and consultancy for enterprises and training for local government and health-service officials.

Fondazione CUOA offers **consulting, training and technical assistance** to private companies, banks, Public Administrations and Educational Institutions at a national and international level. It actively takes part in **international projects and tenders** issued by the **European Commission** as well as other as well as by other **national and international donor institutions and Cooperation Agencies**.

1.3 – KEY PROJECTS/KNOWLEDGE AREAS

- **Management training for foreigners:** more than 40 courses in Italy or in the participants' country (EU countries, Albania, Serbia, Russia, Ukraine, Armenia, Azerbaijan, Turkey, Jordan, Lebanon, Syria, Algeria, Egypt, Morocco, Tunisia, Eritrea, Ethiopia, Kenya, Sudan, Uganda, Zambia, Zimbabwe, China, India, Vietnam, Argentina, Brazil, Chile, Mexico, Uruguay, Venezuela).
- **Technical assistance projects:** on behalf of UN Agencies, European Commission and Veneto Govt. (Azerbaijan, Egypt, Romania, Syria, Tunisia, Vietnam)
- EU research and training Initiatives: ADAPT, NOW, EQUAL

1.4 – INTERNATIONAL PARTNERSHIP

Fondazione CUOA cooperates with **26 foreign Universities and Business Schools:**

Chuo University, Japan - HfB - Business School of Finance and Management, Germany - Higher Institute of Business Administration Damascus, Syria - Instituto de Empresa, Spain - ITESM - Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico - ITESO - Instituto Tecnológico y de Estudios Superiores de Occidente, Mexico - Management Center Innsbruck, Austria - MIT - Sloan School of Management, U.S.A. - Richard Ivey School of Business, Canada - Russian Academy of Public Administration, Russian Fed. - School of Business & Economics University of Exeter, UK - Smurfit Graduate School of Business, Ireland - Universidad Valencia, Spain - Universitat Autònoma de Barcelona, Spain - Universitatea de Vest din Timișoara, Romania - Université de Mons-Hainaut, France - Université Paris IX Dauphine, France - University College Dublin, Ireland - University of Antwerp, Belgium - University of Cranfield, UK - University of Michigan-Dearborn, U.S.A. - University of Strathclyde, UK - University of Western Ontario, Canada - Vlerick



SECTION 2 – SELECTED INTERNATIONAL EXPERIENCES



| COUNTRY | PROJECT | DATE | FUNDING AGENCY |
|--|--|--|--|
| EU Countries, ALBANIA, ALGERIA, ARGENTINA, ARMENIA, BRAZIL, CHILE, CHINA, EGYPT, INDIA, JORDAN, LEBANON, MOROCCO, SERBIA, SYRIA, RUSSIA, TUNISIA, TURKEY, UKRAINE, URUGUAY | General Management Training Program in favor of Entrepreneurs and Managers - These courses consist of business training classes and study tours to major companies in Italy. The objective is to provide participants with theoretical concepts and the necessary operational tools to face the challenges of today's competitive market and to provide them with an understanding of the economic system of the North-East of Italy. | Since 1996 | ICE (Italian Institute for Foreign Trade) and Veneto Regional Government |
| SYRIA | Technical Assistance to the Higher Institute of Business Administration (HIBA) –The project aims to assist Damascus Higher Institute of Business Administration of in the development of a recognised and respected capacity for executive management training and education in Syria. | 2002 - 2007 | EC MEDA Programme |
| EGYPT | Implementation of Graduate Resources Programme – This 16-month long project intended to improve the international competitiveness of about 20 Egyptian companies that received assistance in the design and delivery of some specific development plans. 30 young Egyptian graduates were selected and trained over a period of one year. Thanks to the assistance of business experts, the graduates worked for the above-mentioned companies in order to support them in the development of their plans. | Jan. 2005 - Apr. 2006 | EC MEDA Programme |
| ERITREA, ETHIOPIA, KENYA, SUDAN, UGANDA, ZAMBIA, ZIMBABWE | International Management Seminars for Tannery Managers from Eastern and Southern Africa - The project, taking into consideration the local conditions of the leather industries, aimed to enhance and improve a selected number of African factories, in order to allow them better to cope both with the domestic and international market. The seminars featured academic classes and study-tours to Italian companies and organisations of the leather industry, as well as the participation in Bologna "Lineapelle-Tanning Tech" International Fair. | Oct.-Dec. 2002, Oct.-Nov. 2003, Oct.-Nov. 2004 | ICE (Italian Institute for Foreign Trade) and CDE (Centre for the Development of Enterprise) |
| ROMANIA | LEDA - European University Co-operation Master – The project's goal was to carry out a Master's degree programme in favour of 53 Romanian middle managers and public administration officials in partnership with the West University of Timisoara. The programme included specific know-how transfer and capacity building, lectures and seminars in Romania, as well as internships in companies and public administrations in Italy. | March 2003 - January 2005 | Italian Ministry of Foreign Affairs |
| RUSSIA | Training Project for Public Officials of the Russian Federation – A project aiming to organise and deliver a set of courses to upgrade the skills of 100 Russian high-level public officials in co-operation with the Russian Academy of Public Administration under the President. Namely the project features four different courses in the field of the World Trade Organisation and of fiscal systems. | October 2003 - October 2005 | Italian Ministry of Foreign Affairs |
| CHINA | General Management Training in favour of Principals and Executives from Chinese Vocational Schools in the Tourism field - These courses are part of the "China-Italy Vocational Training Programme", a bilateral programme between the government of the People's Republic of China and the Italian government. The programme's goals are to lower poverty and to promote the economic development of the Sichuan and Shaanxi provinces on the basis of China's strategies to reduce poverty and to improve employment opportunities, by supporting the Chinese system for vocational training and by promoting efficient and fair employment services. | September 2004 - Ongoing | Government of the People's Republic of China and Italian Government |
| TUNISIA | Technical Assistance for the Upgrading and Improvement of the Competitiveness of Enterprises in the Leather Sector – The CUOA Foundation, in cooperation with CNCC (Centre National du Cuir et de la Chaussure) and local study centres, provided technical assistance services for the enhancement of 22 selected Tunisian enterprises in the leather goods and footwear sectors. Project components included market surveys, individual company check-ups and formulation of relevant "mise à niveau" projects (first phase) as well as in-house technical assistance and consulting for a selected group of companies (second phase), in order to support the implementation of the identified upgrading and business development actions. | May-Dec. 2002 + June 2005 - Dec. 2006 | UNIDO (United Nations Industrial Development Organization) |