



**Friday – 22<sup>nd</sup> March**  
**9.00 – 10.40 – Room A**

## **SOCIAL RESPONSIBILITY IN FRONTIER AND MATURE AREAS**

### **SUPPORT PROGRAMME FOR THE INTERNATIONALISATION OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs) OF BASILICATA**

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#### Abstract:

Total E&P Italia's SME Support Programme supports the SMEs in the Region of Basilicata for the internationalisation and expansion of their services to foreign markets. Total E&P Italia's aims are: to implement its own Sustainable Development Policy through a practical programme; to improve the quality of relationships with institutional and economic stakeholders and to integrate Total E&P Italia into the Basilicata region by solidly contributing to maintaining and creating employment and economic growth opportunities.

The programme was launched with a pilot mission in 2010 and registered its very first success when a local business from the mechanics industry was accompanied to Qatar and awarded a contract for the maintenance of a petroleum oil plant located in the industrial area of Ras Laffan City in Doha. A great deal of positive feedback has also been received from institutional and economic stakeholders in Basilicata in addition to this concrete result.

In 2012, the programme was completely redeveloped and was directed towards the SMEs in the agro-food industry. The agro-food industry represents the traditional economic industry of the region and it also ties in perfectly with a view to Sustainable Development in the area.

The programme includes seven phases:

1. Identification of the intended country for the mission by conducting a comparative study of various countries based on the attraction potential of Made in Italy products; the growth of the agro-food industry; the current approach that companies have adopted for exports and the "country risk factor"
2. Selection, in close collaboration with industry associations and local institutions, of the SMEs that are eligible for the programme based on parameters including: business structure, ability to communicate abroad, product characteristics and production process. Definition of a specific indicator ("internationalisation radar")
3. Training SMEs through workshops on export-related topics and topics regarding specific aspects of the country chosen for the mission
4. Research and identification of potential foreign buyers of Made in Basilicata products
5. Organisation, preparation and accompaniment of the SMEs to their target countries for export missions
6. Six months of follow-up after the mission and a Welcome to Basilicata event for foreign partners in order to consolidate the business relationships that have been formed
7. Preparation of a guide and a website for promoting products and businesses with the ultimate additional goal of stimulating SME aggregation (e.g. agro-food network contract), in order to make the project independent and long-lasting

This methodological approach has required the involvement of a consultancy agency specialised in internationalisation which has worked alongside Total E&P Italia throughout the implementation of the project.