

MARCIEE 2016/2017

In October 2016, out of several applicants, six master students from the University of Pavia have been selected to participate in the MARCIEE program. MARCIEE, which stands for Marketing Communication Innovativeness of European Entrepreneurs, is an initiative funded by the European Union which is executed across several countries. Next to Italy also a number of delegations from Finland, Hungary, Germany, Iceland, Netherlands and many more from all over Europe are participating with the common goal to improve the national & international ecosystem for Entrepreneurs, but also solve real life customer communication challenges in certain companies cooperating with the project.

In the case of Pavia, the students Emanuela Bello, Fabrizio Dell'Avvocato, Giuseppe Giorlando, Moritz Hoffmann, Vanessa Li Puma and Rossana Ragone have just returned from the international conference with all participating nations and want to share a few lines about the experience gained throughout the project:

It all started with the first meeting in October when we heard about our final selection and the positive answer towards our application. Anyhow, it did not leave us too much time to get to know each other, as we directly had to deep dive into the Italian ecosystem for entrepreneurs. This year a special focus was put on the social segment. In order to get on-the-field knowledge from people of the industry we spoke to several start-ups across the country or even established contact with high-level politicians responsible for the government support of entrepreneurs. Results and recommendations derived have been passed on to authorities with the aim to improve the system.

Soon after, the preparation for the international conference started. After Vilnius & Budapest in the last years, now it was Italy's turn to host all European delegations for a week-long session in the marvellous city of Trento. National groups were split up, mixed and put into cooperation with a company. The international gathering surely was a very intensive week. It always started with one early morning lecture, after which the groups got together and started their workings until late in the evening. Anyhow it is to mention that the cultural exchange also played a great role. During one evening an international dinner was hosted, in which every nation served local food from their home country. This definitely has been a great experience, because who else can claim that he/she has tried fermented shark from Iceland?

Nevertheless, the tasks which had to be carried out were made out of great variability and definitely increased the pressure within the groups on top of the already very tight time schedule the groups had to carry them out with members that have never met before.

Regardless of all obstacles, all members from Pavia achieved a great performance, which was only topped by two students of our team achieving the first and third place during the award ceremony for the best output.

After all it can be summed up, that the MARCIEE project has been a really intense, but also great and enriching experience. Not only have we learned about the international differences in local circumstances, but also how other nations consider challenges from a diverse perspective. It is inevitably to mention, that opening up the scope and learning from other cultures, also and especially in terms of business as well as methods of operation, is highly recommendable to increase one's personal skills.

Resulting from this the whole group can only encourage potential interests to apply for similar programs and take the step to learn international not only in theory, but also in practice.