

INVITATION TO

Entrepreneurship, internationalization and family business in Europe

**How to connect companies and university in an effective way:
overall situation, good practices and consultancy tools**

Presenter: Paolo Zaramella

Organizer and host: Prof. Dr. Vasa László, MC Research Professor

Date and time: March 13th, 2019 (Monday), 13.30-15.00

Location: 9026 Győr, Egyetem square 1.,
Menedzsment Campus, Room "Ingolstadt (MC.002)"

Short abstract:

In Europe there are more than 25 million SMEs; thus an effective link between businesses and universities or business schools has a tremendous development potential for all parties involved.

The speech will focus first of all on the needs of micro companies and SMEs when it comes to professional training and consultancy services and, on the other hand, explain how education systems, and in particular universities/business schools, could provide support in this field, not only with a single intervention, but also in term of an "institutional approach" involving various local actors (public authorities, development agencies, chambers of commerce and trade associations).

An important topic in this connection is related to "entrepreneurial spirit", e.g. how a second/next generation could develop the original company (normally a family business) in a competitive market, where the key words are leadership, team building, relationship, start-ups, innovation, trans-nationality and creativity.

Mr Zaramella will also present a European good practice in the field of business transfer / generational changeover (main goals, contents, how it works, local and trans-national development, etc.) and the local development model of Veneto Region (with over 500,000 businesses). This model is a compelling tool summarizing multifold actual challenges in a single area (e.g. family business, business transfer, clusters, cooperation within companies and universities and internationalization processes).



Mr Paolo Zaramella



CMC – Certified Management Consultant
StudioCentroVeneto, Italy

Research Interests:

- Family business / Business Transfer
- Entrepreneurship
- Clusters and SMEs cooperation
- SMEs internationalization

Short biography:

Mr Paolo Zaramella, 46 years old with a bachelor degree in economy and management, is an Italian senior consultant and trainer.

He is also a CMC – Certified Management Consultant, with an international certification.

He offers a wide set of services: consultancy for micro and SMEs above all about family business, business transfer / generational change over; SMEs leadership and entrepreneurship, training programme for managers, entrepreneurs, workers; research activities (i.e. transfer of innovation); clusters and cooperation within companies; internationalization; EU projects.

His experience includes over 40 EU projects. He often acts as main coordinator of a local network, composed by Universities, Chambers of Commerce, Trade associations and other training/VET providers.

In 2002, for the Veneto Region Industry department he helped to achieve such a survey on business continuity, then take part in a working group, which led to the drafting of an innovative bill on the subject (the first in Europe).

He represents (since 2008) in the Veneto and Trentino Alto Adige regions, the National Association of management consultants and organization (APCO), with internationally recognized certification. Today sits on the Board of Directors of National APCO. He got in 2000 the CMC – Certified Management Consultant – international qualification.

And he has been, for Padua University in years 2014 - 2017, official research in two specific topics (business transfer and regional development).

He is a civil and commercial mediator, since 2009, regularly enrolled in a private institution of mediation, after the compulsory training course.

He also took (in 2015/2016) a master degree in internationalisation, as TEM – Temporary Export Manager; and now he is part of the national experts list, managed by the national Ministry of Industry in Rome.

Last but not least, he got a Master degree also as “cluster manager”, following a special national law that supports micro and small businesses that are going to cooperate.

