

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP1 – PALM MARKETPLAN
<b>Name of the Good Practice holder (Country):</b>	PALM
<b>How is the Good Practice financed:</b>	<ul style="list-style-type: none"> <li>• ROP ERDF 2007-2013 ABRUZZO</li> <li>• Private funding</li> </ul>
<b>Is the Good practice linked to a policy instrument and how:</b>	PALM Polo of Innovation furniture-design performed its activities according with the strategy indicated by Regional Government and its activities were part of the ROP ERDF 2007-2013 ABRUZZO
<b>What are the main features and the purpose of the Good Practice:</b>	The International Marketing Plan defines the importance of cooperation between subjects of different sizes and typologies.
<b>What are the results to date and the main successes of the Good Practice:</b>	PALM's appropriate internationalisation strategy is to approach the interested markets (North Africa, China, USA, Arab Emirates, etc.) through a methodological tool called CONTRACT. International Marketing Plan is the result of a study that should be carried out by anyone wishes to expand its horizons.
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Cooperation between subjects of different sizes and typologies in internationalisation process

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP2 – PILOT PROJECTS
<b>Name of the Good Practice holder (Country):</b>	CAPITANK
<b>How is the Good Practice financed:</b>	<ul style="list-style-type: none"> <li>• ROP ERDF 2007-2013 ABRUZZO</li> <li>• Private funding</li> </ul>
<b>Is the Good practice linked to a policy instrument and how:</b>	Capitank performed its activities according with the strategy indicated by Regional Government and its activities were part of the ROP ERDF 2007-2013 ABRUZZO
<b>What are the main features and the purpose of the Good Practice:</b>	The main objectives achieved by the Pilot Projects of Capitank have been: identify a replicable methodology for the implementation of collaborative activities of innovation, useful to drive research towards the development of innovative product, process or organization through the methodology of the quadruple helix:
<b>What are the results to date and the main successes of the Good Practice:</b>	Pilot Projects have increased the know-how and competitiveness of member companies through the sharing of the results object of experimentation, in the following sectors: industrial automation, personalized medicine / telemedicine, environmental sustainability, biotechnology, health / safety.
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Collaborative activities for Innovation of the products/services

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP3 – ABRUZZO REGION OF SIGHT
<b>Name of the Good Practice holder (Country):</b>	CAPITANK
<b>How is the Good Practice financed:</b>	<ul style="list-style-type: none"> <li>• ROP ERDF 2007-2013 ABRUZZO</li> <li>• Private funding</li> </ul>
<b>Is the Good practice linked to a policy instrument and how:</b>	<i>Abruzzo Region of sight</i> is linked to the Masterplan Abruzzo: an instrument for the productive development of south Italy regions
<b>What are the main features and the purpose of the Good Practice:</b>	Innovative for its public-private partner composition: big enterprise that realizes research; University Centre of Excellence which, in parallel with the research activity, will organize research fellowships by inviting candidates from around the world; Capitank that will select, assist and support Start-Ups and Spin-Offs from Italy and from abroad that will be in Abruzzo to do research
<b>What are the results to date and the main successes of the Good Practice:</b>	The aim is to realize a Centre of Excellence for the research and innovation in the field of Ophthalmology named “Abruzzo Regione della Vista” (Abruzzo Region of sight).
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Integrated strategy to support SMEs throughout a research and innovation plan

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP4 – R&I GLOBAL GRANT
<b>Name of the Good Practice holder (Country):</b>	METRON
<b>How is the Good Practice financed:</b>	European Social Fund Program - ob. 2 Regional and employment 2013 - Abruzzo
<b>Is the Good practice linked to a policy instrument and how:</b>	This activity is directly linked with OP ESF 2007-2013 Abruzzo
<b>What are the main features and the purpose of the Good Practice:</b>	The Global Grant targeted in the region the creation of an environment to develop a deeply and inseparably culture of research and innovation linked with its application in the economic production system. The strategy adopted for the construction of the Global Grant was based on the most effective use of available resources. Each intervention identified, had specific actions directed at recipients, together with the promotion of services to ensure an effective and appropriate use of the allocated resources to the recipients.
<b>What are the results to date and the main successes of the Good Practice:</b>	It promotes the exchange of knowledge and experiences on interregional and transnational basis among enterprises to enhance.
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Innovative way by fostering the creation of and businesses developing competitive and cooperative mechanisms able to provide funds to the most promising researchers. Exchange of knowledge and experiences on interregional and transnational basis

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP5 – SIMUL TAIPRORA
<b>Name of the Good Practice holder (Country):</b>	TAIPRORA
<b>How is the Good Practice financed:</b>	<ul style="list-style-type: none"> <li>• ROP ERDF 2007-2013 ABRUZZO</li> <li>• Private funding</li> </ul>
<b>Is the Good practice linked to a policy instrument and how:</b>	The GP Is directly linked to the ROP ERDF 2007-2013 ABRUZZO for internationalisation activities
<b>What are the main features and the purpose of the Good Practice:</b>	Aggregation – NETWORK CONTRACTS - of SMEs between companies operating in the same industry sector for internationalization process.
<b>What are the results to date and the main successes of the Good Practice:</b>	The SIMUL Network achieved the goal to create opportunities for all the members of the networks to reach abroad markets. The practice shows how the creation of horizontal cluster, networks can be a success factor for internationalisation.
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Creation of horizontal cluster, networks can be a success factor for internationalisation.

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP6 – PALM MEDINIT
<b>Name of the Good Practice holder (Country):</b>	PALM
<b>How is the Good Practice financed:</b>	<ul style="list-style-type: none"> <li>• ROP ERDF 2007-2013 ABRUZZO</li> <li>• Private funding</li> </ul>
<b>Is the Good practice linked to a policy instrument and how:</b>	PALM Polo of Innovation furniture-design performed its activities according with the strategy indicated by Regional Government and its activities were part of the ROP ERDF 2007-2013 ABRUZZO
<b>What are the main features and the purpose of the Good Practice:</b>	The Médinit Expo was like a B2B International Exhibition, with the target of accompanying the Italian Companies that wanted to deal with internationalisation processes in countries with a growing market and a socio-politic stability. The Polo Palm had a 27sqm exhibition area, and it showcased itself as a Consortium of companies from Abruzzo in the field of Décor Wood Furniture, able to meet the needs of contracts, building companies, engineers and architects.
<b>What are the results to date and the main successes of the Good Practice:</b>	The first major achievement was to organise an event with operators who were often in competition with each others. In this case, however, the preparatory works were essential to identify jointly, the strategic approach to participate at Medinit as a single subject (PALM).
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Strategic approach to participate to an important sectorial event/fair for internationalisation.

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP7 – ABREX: Circuito di Credito Commerciale
<b>Name of the Good Practice holder (Country):</b>	ABREX
<b>How is the Good Practice financed:</b>	Private founding Various public funding
<b>Is the Good practice linked to a policy instrument and how:</b>	No
<b>What are the main features and the purpose of the Good Practice:</b>	With the Abrex Commercial Credit Circuit, companies are getting credit for themselves, reducing their financial risk exposure and mutually supporting each other during these critical times. By joining CircuitoAbrex.net, companies can make purchases and repay them over the period of a year by selling their goods and services to other members within the circuit. The amazing thing is that the circuit is interest free, therefore in order to repay the purchases, the sales price will have to be the same as the original purchasing price. In CircuitoAbrex.net every business has only one interest: to boost the local economy.
<b>What are the results to date and the main successes of the Good Practice:</b>	The main objectives are the financial support to the companies: <ul style="list-style-type: none"> <li>• buying savings liquidity</li> <li>• getting financing without cost and added interest</li> <li>• getting clients and additional sales</li> <li>• having Innovative Marketing Strategies</li> </ul>
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	The most important feature of the Circuit is therefore to help our companies recover, maintain and / or acquire valuable market shares. In fact, Abrex does not replace their current market, but rather adds to it, offering them the opportunity to contribute to economic recovery, optimizing their production capacity and their appeal to the market.

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP8 –NERVE VISION
<b>Name of the Good Practice holder (Country):</b>	NRGSYS
<b>How is the Good Practice financed:</b>	<p>Private:</p> <ul style="list-style-type: none"> <li>• CIMTEC – Ontario organization for hardware and software innovation support</li> <li>• MaRS Innovation - early-stage seed investing for companies and technology emerging</li> <li>• Johnson&amp; Johnson – Jlabs Innovation partner</li> <li>• Sunnybrook Health Sciences - Toronto</li> <li>• SickKids Hospital – Toronto</li> </ul>
<b>Is the Good practice linked to a policy instrument and how:</b>	No
<b>What are the main features and the purpose of the Good Practice:</b>	<p>NRGSYS has established its spinoff in an incubator in the in Toronto to develop the project NerveVision. Nervevision is a proprietary, post-processing software platform that creates a 3D reconstruction and segmentation of peripheral nerves from standard MRI acquisitions.</p>
<b>What are the results to date and the main successes of the Good Practice:</b>	<p>The experience of the incubator has enriched the company giving it the opportunity to develop the project and giving it an international flavor and the possibility of networking with the companies of the highest technological level</p>
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	<ul style="list-style-type: none"> <li>• International Incubator</li> <li>• Internationalisation of high level technological Spinoff</li> </ul>



## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP9 – SINERGIE EDUCATION: TRAINING FOR INTERNATIONALIZATION
<b>Name of the Good Practice holder (Country):</b>	SINERGIE EDUCATION
<b>How is the Good Practice financed:</b>	Private founding Various public funding
<b>Is the Good practice linked to a policy instrument and how:</b>	NO
<b>What are the main features and the purpose of the Good Practice:</b>	Internationalization training enables companies to focus on new but necessary issues for working across border: <ul style="list-style-type: none"> <li>• Prepare for the management of legal and bureaucratic aspects</li> <li>• Prepare for the management of foreign trade rules</li> </ul>
<b>What are the results to date and the main successes of the Good Practice:</b>	It is focused on the training it would be very dangerous to approach new markets, with other rules. That is why the training we have made has always aimed to prepare companies to face this challenge with awareness.
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	HR Training

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<b>Name of the Good Practice:</b>	GP10 – SANI
<b>Name of the Good Practice holder (Country):</b>	SAPERI LOCALI
<b>How is the Good Practice financed:</b>	<ul style="list-style-type: none"> <li>• ROP ERDF 2014-2020 ABRUZZO</li> <li>• Private funding</li> </ul>
<b>Is the Good practice linked to a policy instrument and how:</b>	Project funded by ROP ERDF 2014-2020 ABRUZZO
<b>What are the main features and the purpose of the Good Practice:</b>	<p>The GP has the aim to identify and qualify, in terms of marketing, the nutraceutical and carbon footprint items of agri-food products coming from local farms.</p> <p>The scope of such project is to create a qualified offer of organic agri-food naturally rich of nutraceutical elements to the target market.</p> <p>The market will be reached by local community's shops and by a e-market place.</p>
<b>What are the results to date and the main successes of the Good Practice:</b>	<p>Several are the project goals. Three of them are very crucial:</p> <ul style="list-style-type: none"> <li>• Set up a certification methodology of content of nutraceuticals and of the carbon footprint of agri-food products;</li> <li>• Create a e-market place based on semantic research engine to help and assist the customer during its purchasing;</li> <li>• Plan and adopt a communication strategy and set up a communication campaign towards different target groups.</li> </ul>
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Setup a strategy for the SME start-up with linked activities of innovation of product and organization (e-commerce)

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP11 – ABRUZZO FOR EXPORT
<b>Name of the Good Practice holder (Country):</b>	ABRUZZO REGION
<b>How is the Good Practice financed:</b>	ROP – ESF 2007/2013, OP 2012-2013
<b>Is the Good practice linked to a policy instrument and how:</b>	Abruzzo4Export is a project fostered by the Abruzzo region, the regional Department for Social Policies and others, in the framework of the ROP – ESF 2007/2013, OP 2012/2013,
<b>What are the main features and the purpose of the Good Practice:</b>	The project aimed at increasing and favouring opportunities, for local businesses, to enter International markets.
<b>What are the results to date and the main successes of the Good Practice:</b>	The "Training Pact" among the members of the network, a training needs analysis aimed at promoting methodologies and models that enable the development and / or enhancement of professional skills in starting and managing processes of internationalisation in subjects who occupy key positions in relations with foreign markets within Abruzzo companies.
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Network for training activities for internationalisation

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP12– ARAN
<b>Name of the Good Practice holder (Country):</b>	ARAN CUCINE
<b>How is the Good Practice financed:</b>	Private
<b>Is the Good practice linked to a policy instrument and how:</b>	No
<b>What are the main features and the purpose of the Good Practice:</b>	Aran World activities for internationalisation can be considered a success story that demonstrates how the international market can be reached through a strategy that integrate, not only one, but several aspects: brand building (marketing), competitiveness strategy (contracts), product innovation.
<b>What are the results to date and the main successes of the Good Practice:</b>	Aran World activities for internationalisation can be considered a success story that demonstrates how the international market can be reached through a strategy that integrate, not only one, but several aspects: brand building (marketing), competitiveness strategy (contracts), product innovation.
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Product innovation for internationalisation

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP13 – CHINA MADE IN ABRUZZO
<b>Name of the Good Practice holder (Country):</b>	PROGER
<b>How is the Good Practice financed:</b>	Private
<b>Is the Good practice linked to a policy instrument and how:</b>	No
<b>What are the main features and the purpose of the Good Practice:</b>	Proger designed the Football City Program, aggregating around the football item several Made in Italy excellences.
<b>What are the results to date and the main successes of the Good Practice:</b>	Mayor of Fuzhou (a Chinese-size medium city of 8 million on inhabitants), with the Mayor of Pescara, the CEO of Proger, the President of Pescara Calcio and the President of the Chamber of Pescara met together to kick-off the Agreement for the construction of the Football city tailored for 800k people and with a project cost of 600 Million €.
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Regional integrated efforts (institution+SMES) for the design and realization of a stable framework to internationalize products and services.

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP14 – THE REGIONAL INTERNATIONALISATION STRATEGY IN THE PAST AND CURRENT PROGRAMMING PERIOD
<b>Name of the Good Practice holder (Country):</b>	ABRUZZO REGION
<b>How is the Good Practice financed:</b>	EU and National funds
<b>Is the Good practice linked to a policy instrument and how:</b>	The regional internationalisation strategy uses ERDF ESF funds
<b>What are the main features and the purpose of the Good Practice:</b>	<p>With resources of € 2,000,000.00, the "<b>Call for Facilitation of Internationalization of Network Contracts</b>" was published in 2015, with which the Abruzzo Region intends to support the integration of businesses in order to support the processes of reorganizing the chains and to increase the efficiency of the production systems, commercial business development and their innovative capacity.</p> <p>The measure funded at 50% (max. 150.000 Euros) the eligible costs for carrying out "promotional" and "organizational" activities for aggregation – NETWORK CONTRACTS - of SMEs between companies operating in the same industry sector for internationalisation process. Based on a renewed methodological approach, Region intends to promote, through its intervention programs, either directly or through its instrumental organizations or through the coordination of the various actors present in the territory. The Region will focus on defining, designing and coordinating integrated projects dedicated to companies and organizations that need greater support for internationalization and a gradual maturation and autonomy.</p>
<b>What are the results to date and the main successes of the Good Practice:</b>	Provide contribution to the costs directly incurred by businesses, to ensure resource multiplier effect through the collaboration of partner involved in the same industrial field.
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	Because the strategy joins different subjects involved in the same productive chain to internationalisation process. This can increase the opportunities of each single partner.

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP15–THE “G. D’ANNUNZIO” UNIVERSITY IN EUROPE
<b>Name of the Good Practice holder (Country):</b>	“G. D’ANNUNZIO” UNIVERSITY
<b>How is the Good Practice financed:</b>	<ul style="list-style-type: none"> <li>• Marie Curie Actions (People programme).</li> <li>• National sources</li> </ul>
<b>Is the Good practice linked to a policy instrument and how:</b>	No
<b>What are the main features and the purpose of the Good Practice:</b>	<p>The “G. D’Annunzio” University serves as one of the Host Institutions for the <i>William Harvey International Translational Research Academy (WHRI-ACADEMY)</i>. <i>WHRI-ACADEMY</i> offers 55 new post-doc fellowships spread between three different schemes (incoming, outgoing and reintegration) and a training programme, including workshops, dedicated training in complementary skills and industrial placement.</p>
<b>What are the results to date and the main successes of the Good Practice:</b>	<p>WHRI-ACADEMY aims to provide multidisciplinary projects to transnational researchers to help to maximise their career development opportunities in healthcare and life sciences.</p>
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	<p>Multidisciplinary projects for researchers to maximise opportunities in academic-industrial cooperation</p>

## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP16 – ACTIVITIES OF INTERNATIONALISATION AND RESEARCH - EXAMPLES OF EXCELLENCE
<b>Name of the Good Practice holder (Country):</b>	UNIVERSITÀ DEGLI STUDI DI TERAMO
<b>How is the Good Practice financed:</b>	VARIOUS EUROPEAN INSTRUMENTS
<b>Is the Good practice linked to a policy instrument and how:</b>	No
<b>What are the main features and the purpose of the Good Practice:</b>	<p>In the field of internationalization of research, University of Teramo is involved in several activities:</p> <ul style="list-style-type: none"> <li>• FooD-STA CentreSEA-ABT - South East Academy Beverage Technology;</li> <li>• ISEKI-Food 4 (<a href="http://www.iseki-food.eu">www.iseki-food.eu</a>)</li> <li>• REP-BIOTECH</li> <li>• REP-EAT</li> </ul>
<b>What are the results to date and the main successes of the Good Practice:</b>	<ul style="list-style-type: none"> <li>• collaborative innovation activities to reach the international markets,</li> <li>• growth and exchange of experiences technology for the creation and implementation of skills capable of dealing with regional and international markets</li> </ul>
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	<ul style="list-style-type: none"> <li>• collaborative innovation activities to reach the international markets,</li> <li>• growth and exchange of experiences technology for the creation and implementation of skills capable of dealing with regional and international markets</li> </ul>



## INTRA Good Practice Card

<b>Name of the Good Practice:</b>	GP17 – INNOVATION AS A DRIVER FOR INTERNATIONALIZATION
<b>Name of the Good Practice holder (Country):</b>	University of L'Aquila
<b>How is the Good Practice financed:</b>	Various EU Project
<b>Is the Good practice linked to a policy instrument and how:</b>	No
<b>What are the main features and the purpose of the Good Practice:</b>	<p>The practice concerns the training activity on internationalization of Engineering Faculty at the University of L'Aquila.</p> <p>The GP highlights the strong correlations between product, process, organization and marketing innovation and the process of internationalization, namely to:</p> <ul style="list-style-type: none"> <li>• Verify the influence of innovation strategies on firm's internationalization process</li> <li>• Contribute to define the "role of public authorities in creating internationalization services to support the competitiveness of the regional economies"</li> </ul>
<b>What are the results to date and the main successes of the Good Practice:</b>	<ul style="list-style-type: none"> <li>• collaborative innovation activities to reach the international markets,</li> <li>• growth and exchange of experiences technology for the creation and implementation of skills capable of dealing with regional and international markets</li> </ul>
<b>What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</b>	<p>This can be considered a good practice because it highlights the importance of training activity in advanced technological fields for innovation.</p> <p>Furthermore, as innovation processes are important for achieving new international markets, especially for SMEs.</p>