

Press release

SACE SIMEST launches Education to Export: a training program on export and internationalisation designed for SME

Heart of the program is the portal e2e.sacesimest.it, a galaxy of digital contents tailored to support and advise enterprises at different stages of internationalization

Rome, 4 December 2018 – SACE SIMEST, the export and internationalization hub of the Group CDP, launches **Education to Export** (E2E), a new program aimed at linking SME to foreign markets as well as at strengthening the expertise of those already operating abroad through digital and in-class training.

Beating heart of the program is the portal e2e.sacesimest.it, a digital platform that provides free access to analysis, articles, tutorials and witnesses for firms that wish to operate in the global market. Beside the platform, Education to Export embeds also offline strategies of involvement: in certain strategic areas, with a high density of SME, offline classes - organized by SACE SIMEST in partnership with local offices of industrial organizations - are already taking place and have by now involved more than 150 enterprises.

How does it work?

Education to export, accessible at sacesimest.it, is an informational and training path structured into **four journeys** that are tailored to address the different needs and levels of international protection of the clients. An initial self-evaluation test will address the firm to a suitable path, according to its characteristics (dimension, percentage of export on sales, etc.). The kits are made up of dynamic tools to explore and evaluate opportunities by market and sector and range from a beginner to an expert level:

- **“How to start”** for those wishing to take the first steps in international markets;
- **“How to structure”** thought for those SME which see export as a strategic driver of their business but don't have the tools to tackle it with an organised strategy;
- **“How to be competitive”** for medium dimension firms already investing abroad that need to identify the most profitable markets;
- **“How to expand”** to already mature exporters who want to exploit all instruments to maximise the opportunities of the global market.



#promuoviamoilfuturo

Contacts for the media
SACE | Press Office
T. +39 06 6736888
mediarelations@sace.it

Contacts for companies
SACE | Customer Care
T. +39 06 6736000
info@sace.it

*SACE, a wholly-owned subsidiary of Cassa depositi e prestiti, offer export credit services, credit insurance, protection of foreign investments, financial guarantees, bonding, and factoring. With € 94 billion in transaction insured in 198 countries, it supports the competitiveness of companies in Italy and abroad, ensuring more stable cash flows and transforming the default risk of companies into development opportunities. With **SIMEST**, of which it owns 76%, it forms the export and internationalization hub: a single point of reference for access to all the insurance-financial instruments of the CDP Group designed to support the competitiveness and foreign growth of Italian companies worldwide.*