



Press release

SACE together with LinkedIn launches **Digital dialogues for SMEs**

The round of webinars, born from a collaboration between SACE and LinkedIn, will start tomorrow (April 28), with the aim to offer concrete support to the digital transition of Italian SMEs.

Rome, 27 April 2023 – A safe approach to digital markets, reach new customers with e-commerce and create an effective strategy to promote business on digital channels. These are the goals set in a round of free training sessions organized by SACE and LinkedIn, the world's largest professional Internet network, which brings together technical know-how offeror supporting Italian SMEs to embrace digital transformation in a secure and structured way.

The initiative, part of the SACE Education training program, will involve industry experts and professionals from SACE and LinkedIn who will dialogue with companies about the evolution the digital transformation is bringing in market dynamics and which are the new forms of organization SMEs should adopt in order to be able to compete in the domestic market and abroad.

“Digital dialogues for SMEs”, in line with the goals of SACE’s Business Plan, confirms the Company’s commitment to promoting sustainable innovation in its many forms of application: from the digitalization of business and product processes to strategic risk management in digital markets, from the definition of effective marketing and sales strategies to the positioning of a brand depending on its market and industry.

The first webinar will focus on the most promising markets where to seize business opportunities for Made in Italy and the evolution of the buying and selling process like the innovative digital channels. Next meetings will be on May 23 (the principles of B2B marketing and the Customer Experience as a development strategy for companies), September 20 (the digitalization of the supply chain and how to use LinkedIn for the organization of events) and, finally, October 18 (the optimization of online profile and how to use the network to search for foreign buyers through Business Promotion platform).

*“Italian companies, especially SMEs, are at the heart of our strategy and operations. We are very proud of this collaboration with LinkedIn, a concrete and free initiative with the world’s largest digital professional network, a real virtual place of discussion and business opportunities for companies and professionals - said **Antonio Frezza, Chief Marketing & Sales PMI of SACE** – “Tackling the digital*

transformation is essential today, doing it in a safe and structured way is our commitment with partners and institutions in line with our 2025 Business Plan”.

*“Bringing together technical know-how of SACE, the institutional partner for export and competitiveness, and LinkedIn’s expertise in digital transformation of companies is important to support the digitalization of Italian SMEs operating abroad - declared **Marcello Albergoni, Country Manager LinkedIn Italy** - This collaboration strengthens LinkedIn’s strategy to continue working in partnership with government agencies and create economic opportunities for all Italian companies. LinkedIn can actively support them with SACE”.*

For further information and to register for the upcoming events click here [>>](#).

SACE is the Italian insurance and finance company, controlled by the Ministry for the Economy and Finance, specialized in supporting businesses and the national economic system through a wide range of tools and solutions to support competitiveness in Italy and worldwide. For forty-five years, SACE has been the reference partner for Italian companies that export and grow on foreign markets. It also supports the banking system to facilitate, with its financial guarantees, companies' access to credit with a role recently expanded by new instruments to support liquidity, investment for competitiveness and sustainability under Italy's Green New Deal, starting with the domestic market. With a portfolio of insured operations and guaranteed investments of €164 billion, SACE, together with all Group companies - SACE FCT which operates in factoring, SACE BT active in Credit, Bonds and Other Property Damage and SACE SRV, specialized in credit recovery and information asset management activities -serves over 37 thousand companies, especially SMEs, supporting their growth in Italy and in around 200 foreign markets.

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