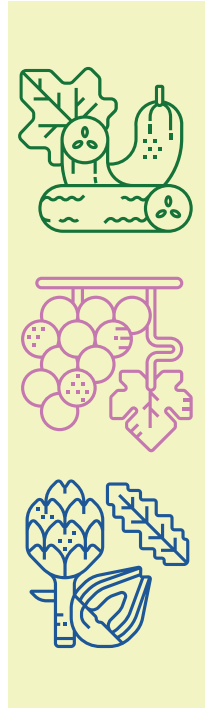
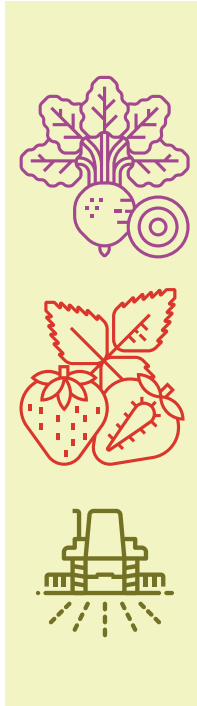
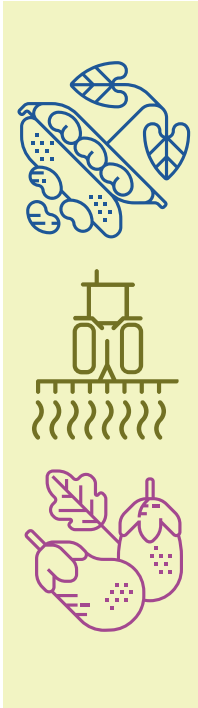




Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITTA 
ITALIAN TRADE AGENCY



**Lab
INNOVA**

Educational Programme
for the internationalization
of the Agro-Food sector





LAB INNOVA FOR AFRICA is an educational training program for the agri-food sector in Africa promoted by Italian Trade Agency (ITA) in close cooperation with other Italian partners (AICS, MACFRUT).

The training program is aimed to increase the technical and managerial skills of African agri-food companies in order to support their access to EU markets and to foster business partnerships with Italian companies.

OBJECTIVES



Improve technical and managerial **SKILLS** to face the EU market



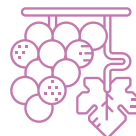
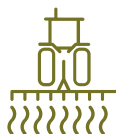
Promote **TECHNOLOGY TRANSFER** and **INNOVATION** on the model of Italian agri-food districts



Foster opportunities for technical-industrial **PARTNERSHIPS** with Italian companies (**WIN - WIN**)



Improve the African value chain and local industry **DEVELOPMENT** and **EMPLOYMENT**





THE PROGRAM INCLUDES **3 PHASES**



1) PRELIMINARY ASSESSMENT



2) TRAINING LAB CLASSES

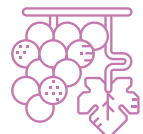
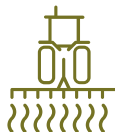


3) STUDY TOUR IN ITALY



1) PRELIMINARY ASSESSMENT

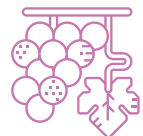
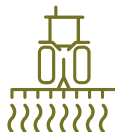
The preliminary assessment is carried out by ITA experts, that visit local companies in order **to assess their technical and management training requirements and internationalization potential** and design their profile of cooperation.





2) TRAINING LAB

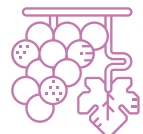
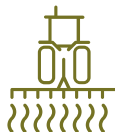
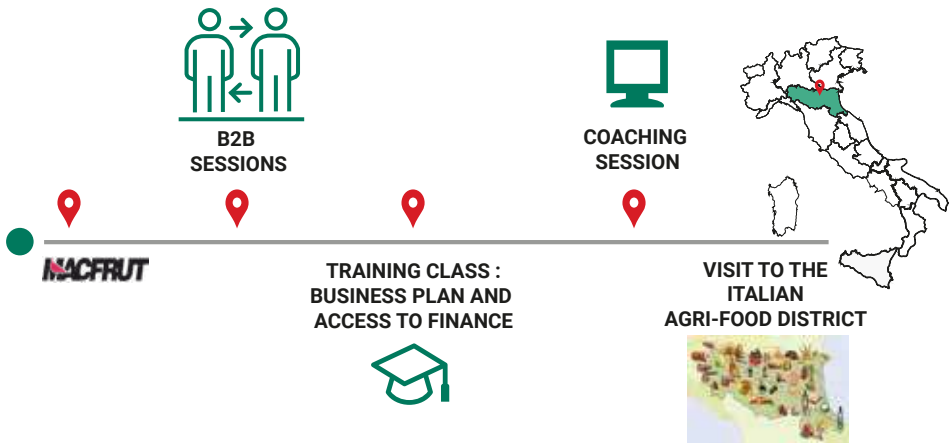
Five days of training classes focused on key internationalization topics carried out by ITA Faculty experts in a dynamic environment, including simulations, storytelling, and role-playing.





3) STUDY TOUR IN ITALY

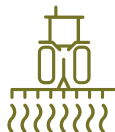
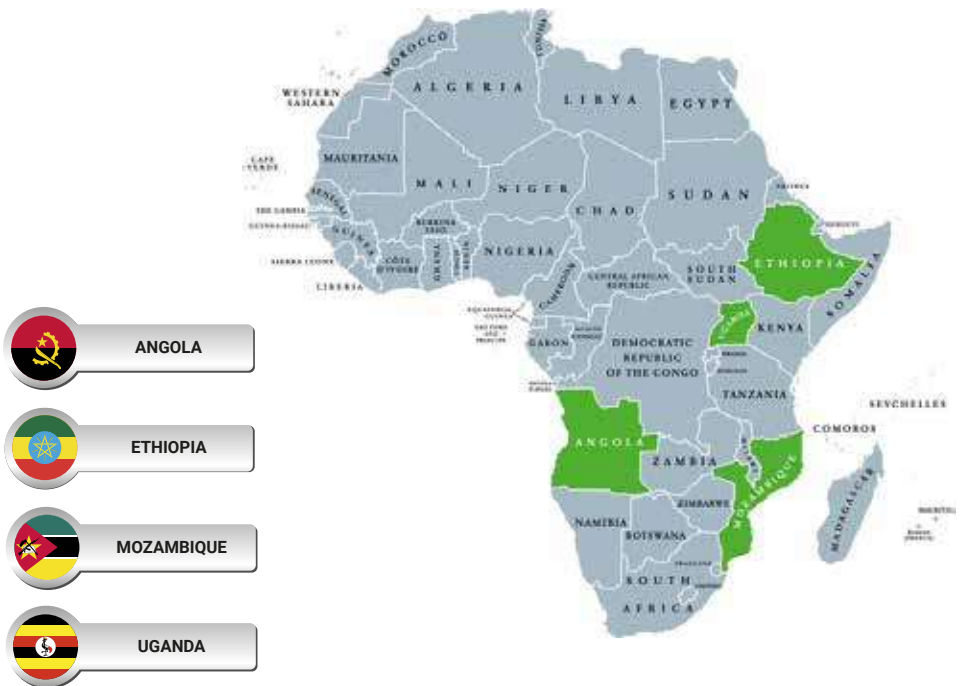
5 days study tour program held during **MACFRUT** in Rimini (Emilia Romagna Region), and includes **guided visits** in the exhibition, **visits** at the premises of the companies, **B2B sessions**, **training classes** on Business Plan and Access to Finance and lastly, a **coaching session** by ITA experts to support the partnership with potential Italian partners.





LAB INNOVA FOR AFRICA: 1st Edition

The first edition of **LAB INNOVA FOR AFRICA (2019)** has been successfully carried out in Ethiopia, Mozambique, Uganda, and Angola.





LAB INNOVA FOR AFRICA: 1st Edition - Figures.



TRAINING LAB

116 AFRICAN COMPANIES



ETHIOPIA 21



MOZAMBIQUE 29



UGANDA 25



ANGOLA 41



UMBERTO TRULLI, FACULTY ITA EXPERT
ROLE-PLAYING ACTIVITY
ETHIOPIA, FEBRUARY 2019



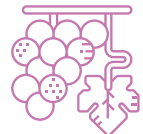
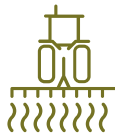
UMBERTO TRULLI, FACULTY ITA EXPERT
MOZAMBIQUE, MARCH 2019



ENRICO TURONI, FACULTY ITA EXPERT,
ANGOLA, OCTOBER 2019



RENZO PIRACCINI & ENRICO TURONI,
FACULTY ITA EXPERTS, TOGETHER WITH
REPRESENTATIVES FROM UGANDAN
COMPANIES. UGANDA, APRIL 2019





STUDY TOUR IN ITALY 2019

24 AFRICAN COMPANIES



ETHIOPIA 5



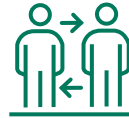
ITALY 55



MOZAMBIQUE 11

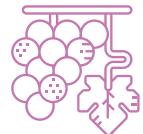
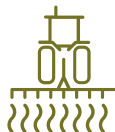


UGANDA 8



192

Business Meetings





STUDY TOUR AFRICAN DELEGATION

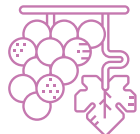
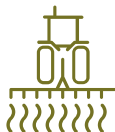
ETHIOPIA



MOZAMBIQUE



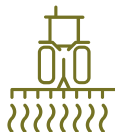
UGANDA





LAB INNOVA FOR AFRICA: 2nd Edition

The 2nd edition of the initiative started in 2020, followed the format already successfully tested in the 1st edition, with a first stage in Rwanda (17-24 January 2020), and a second stage in Ghana (8 June-8 July 2020), renewed in an online format following the COVID-19 health emergency.





LAB INNOVA FOR AFRICA: 2nd Edition - Figures



TRAINING LAB

47

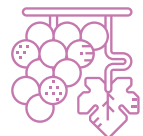
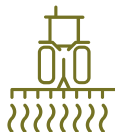
AFRICAN COMPANIES



RWANDA 23



GHANA 24





ATTENDANCE AT MACFRUT DIGITAL 2020

26 AFRICAN COMPANIES



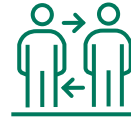
RWANDA 5



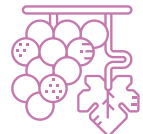
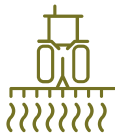
GHANA 13



ANGOLA 8



26
Business Meetings



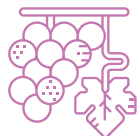
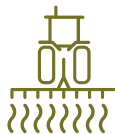


AFRICAN DELEGATION AT MACFRUIT DIGITAL 2020

RWANDA

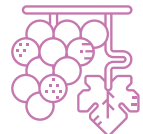
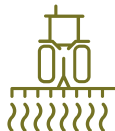


ANGOLA



AFRICAN DELEGATION AT MACFRUT DIGITAL 2020

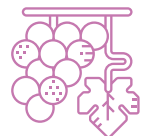
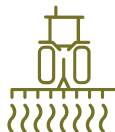
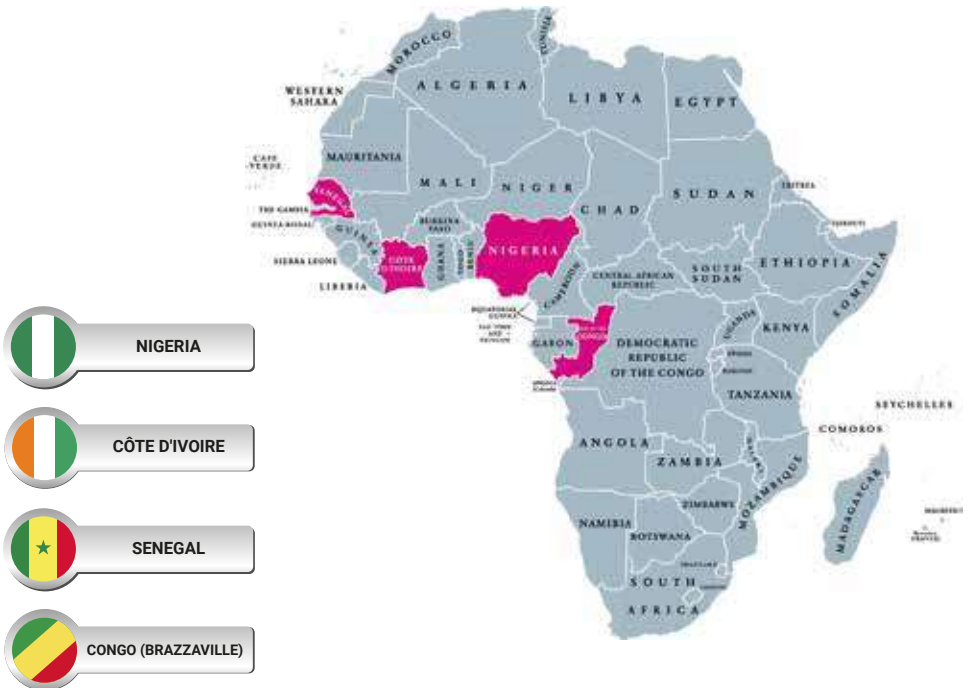
GHANA





LAB INNOVA FOR AFRICA 2021: THE NEXT PROJECT STEPS

Italian Trade Agency (ITA) is currently scheduling a new edition of the project in new countries such as Nigeria, Côte d'Ivoire, Senegal among others.





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