



Ministry of Foreign Affairs
and International Cooperation



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**LAB INNOVA
FOR AFRICA
AGRI-FOOD**



A TRAINING PROGRAM BY ITA



Educational Programme
for the internationalization
of the Agro-Food sector





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

The training program is aimed at increasing 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

- Improving technical and managerial **SKILLS** to face the EU market.
- Promoting **TECHNOLOGY TRANSFER** and **INNOVATION** on the model of Italian agrifood districts.
- Fostering opportunities for technical industrial **PARTNERSHIPS** with Italian companies.
- Improving the African value chain and local industry **DEVELOPMENT** and **EMPLOYMENT**.





THE PROGRAM INCLUDES 3 PHASES

1. PRELIMINARY ASSESSMENT

Experts from the Italian Trade Agency (ITA) will visit and interview local companies and assess whether they meet certain requirements.

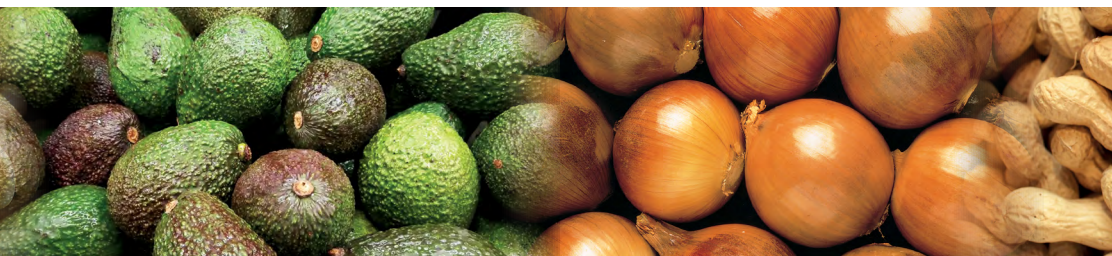
2. ON-SITE TRAINING LAB

Five-day training course focused on business management, negotiation, international marketing, food safety, quality standards, logistics, packaging and sustainability.

These classes will be delivered by ITA experts in a dynamic environment and will include simulations, storytelling and role-playing activities.

3. STUDY TOUR IN ITALY

Five-day study tour during the event MACFRUT in Rimini (Emilia Romagna region), that includes a guided tour of the exhibition, visits to companies sites and B2B sessions.





COUNTRIES



PREVIOUS EDITIONS

ANGOLA, CAMEROON, ETHIOPIA, GHANA, IVORY COAST, MOZAMBIQUE, NIGERIA, RWANDA, SAHEL (MALI, BURKINA FASO and NIGER), SENEGAL, and UGANDA.

FUTURE EDITIONS

ANGOLA, KENYA and SENEGAL.





KEY-FIGURES

TRAINING LAB

340

African companies
involved

STUDY TOUR IN ITALY

100

African companies
visiting MACFRUT
and the Italian
Agri-food District

more than **300** B2B meetings
with Italian companies





ITA TRAINING OFFICE

Via Liszt 21 - 00144 Rome (Italy)

T +39 06 5992 9553 / 9257

E formazione.ondemand@ice.it

