



Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITCA
ITALIAN TRADE AGENCY

LABINNOVA
SOUTH EAST
EUROPE  **2024**

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Lab Innova South and East Europe 2024 – II edition:

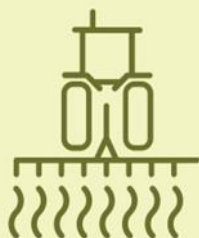
SARAJEVO

Bosnia - Herzegovina

Lab Innova is an international training program aimed at the private sector, with a focus on agribusiness and food processing.

The first edition of Lab Innova South and East Europe was launched by ITA agency in 2023 in Bosnia – Herzegovina and Bulgaria.

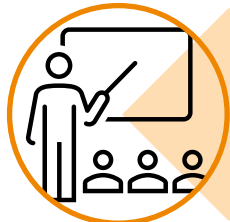
Thanks to this educational program, local SMEs will increase their technical and managerial expertise, will develop skills to access the EU markets and will strengthen business partnerships with Italian companies.



Lab Innova Bosnia Herzegovina
will be implemented in three phases:



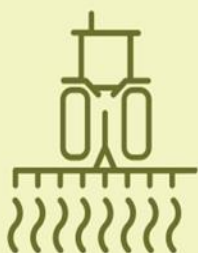
**Participation of
20-30 SMEs**



**Training course
in Sarajevo**



**Study Tour in
Italy**

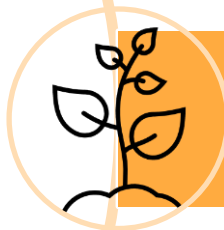


Training Session program :



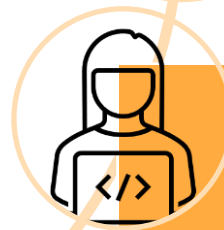
11 June 2024

Overview on agribusiness sector; general understanding of international economy and marketing



12 June 2024

Tools and requirements to access the market



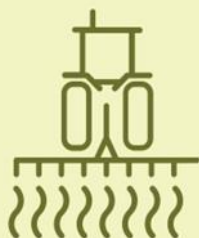
13 June 2024

Digital innovation and sustainable economy as a strategic leverage; european financial instruments support

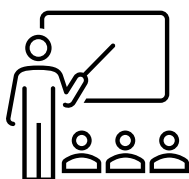
Free of charge

Target and Participants: 20-30 SMEs

Plus: researchers, experts, trade association representatives etc...



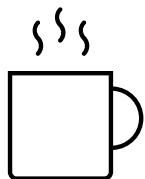
Reserved for Lab Innova participants in Sarajevo



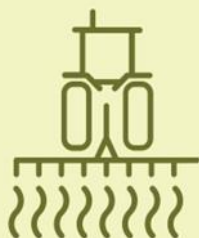
ITA faculty experts with international experience and seniority



Complimentary translation service from Italian to Bosnian



Complimentary coffee breaks and light lunches



Study Tour in Italy:

1

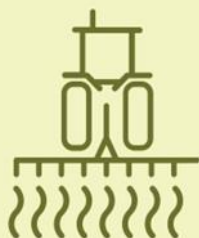
4 days:
5-9 Nov 2024

2

Selected companies: Max of 7 participants chosen according to firms' international development potential

3

Visit to italian industrial districts and EIMA trade fair reserved for food processing and agricultural mechanization companies

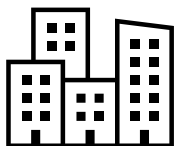


Reserved for Lab Innova Study Tour participants



ITA
Faculty
Experts

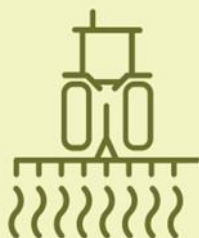
On site training by ITA Faculty Experts with seniority and international experience

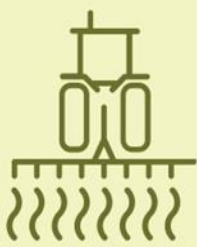


ITA will take charge of hospitality (hotel half/full board) and transfers



Complimentary setting up of B2B meetings and on-site training





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SOUTH EAST
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TRAINING DEPARTMENT

Via Liszt n.21 | 00144 Rome
Tel: 0039 06 / 5992 9257
5992 6072

formazione.ondemand@ice.it

SARAJEVO

Ul. Cekalusa 39
71000, Sarajevo
Tel: 0038733 / 276560
sarajevo@ice.it

www.ice.it

