



Ministero degli Affari Esteri  
e della Cooperazione Internazionale



**LABINNOVA**  
SOUTH EAST  
EUROPE  **2024**

[madeinitaly.gov.it](https://madeinitaly.gov.it)



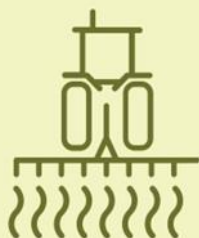
# Lab Innova South and East Europe 2024 – II edition:

## **BELGRADE** **Serbia and** **Montenegro**

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 Serbia and Montenegro will be implemented in three phases:



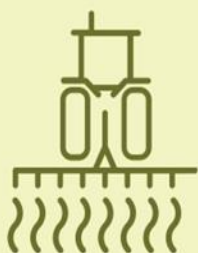
**Participation of  
20-30 SMEs**



**Training course  
in Belgrade**



**Study Tour in  
Italy**



## Training Session program :



**4 June 2024**

Overview on agribusiness sector; general understanding of international economy and marketing; tools and requirements to access the market



**5 June 2024**

Innovation and mechanization applied to the agricultural sector; precision farming.



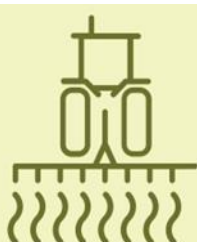
**6 June 2024**

Packaging regulation; food safety and processing; italian trade fairs introduction; european financial instruments support.

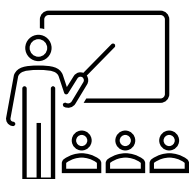
*Free of charge*

*Target and Participants: 20-30 SMEs*

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



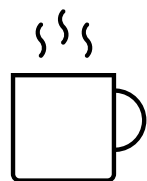
## Reserved for Lab Innova participants in Belgrade



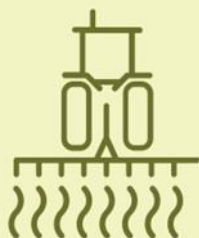
ITA faculty experts with international experience and seniority



Complimentary translation service from Italian to Serbian



Complimentary coffee breaks and light lunches



**Study Tour in Italy:**

1

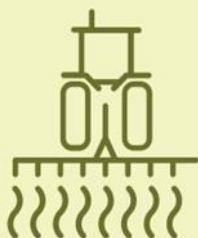
4 days:  
5-9 Nov 2024

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

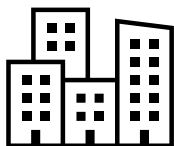


## Reserved for Lab Innova Study Tour participants



ITA  
Faculty  
Experts

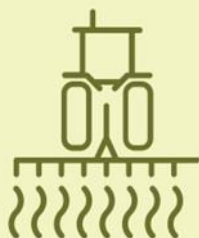
On site training by ITA Faculty Experts with seniority and international experience

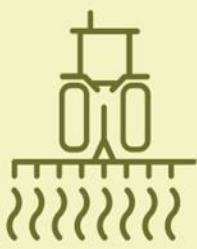


ITA will take charge of hospitality (hotel half/full board) and transfers



Complimentary setting up of B2B meetings and on-site training





ITALIAN TRADE AGENCY

**LABINNOVA**  
SOUTH EAST  
EUROPE  **2024**

**TRAINING DEPARTMENT**

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

[formazione.ondemand@ice.it](mailto:formazione.ondemand@ice.it)

**BELGRADE**

ITA OFFICE - BELGRADO  
KNEZA MILOSA 56 | 11000  
belgrado@ice.it

[www.ice.it](http://www.ice.it)

