

**CURRICULUM VITAE (FOR INDIVIDUAL ASSIGNMENTS)**



1. **Family name:** Lenoci
2. **First names:** Michele
3. **Date of birth:** 24/05/1966
4. **Nationality:** Italian - Venezuelan
5. **Civil status:** Married
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9. **Education:**

<b>Institution [Date from - Date to ]</b>	<b>Degree(s) or Diploma(s) obtained:</b>
Bari University (1984 – 1991)	Degree in Law
Fita/Confindustria – Matera (1996)	Course “Manager Directed to the Quality - Norms UNI EN ISO 9000”
School of Business Administration of Bocconi University (Milan - Italy) - 1998	Course “Compete in the Emergent Markets: Latin America”
IFOA (Institute of Training Business Operators) of Reggio Emilia (Foggia - Italy) – 1999	Course “Operative Marketing and marketing plan: the competitive management of the SMES”.
IFOA (Institute of Training Business Operators) of Reggio Emilia (Bari - Italy) – 1999	Course “Techniques of the International trade”.
Italian Trainig Association /ASFOR/ Catholic University (Italy) - 2000	Seminar: “The sense of the to learn – Motivations, responsibility, spaces of growth in the organizations.” Share to the wokshops “Net Organization, virtual, global and delocal” and “Technologies, multimedia and digital in the training”.
Sviluppo Italia, IBM, Microsoft, Banca di Roma – 2001	Skill Pass program to make professional figures for the new economy: “Course for Webmaster”
EUREKA Strategies of Enterprise and Market (Bari – Italy) - 2002	Total Quality: Vision 2000 and Corporate structure
Italian Trainig Association September 2003	Seminary: "The PNL like model of excellence in the several professions".
European Commission – AL-Invest Program – Rome September 2005	Course "Qualification of operators" of "Al-Invest" network to make projects”.
Formez – Rome November 2006	Course “The Programming of Structural Funds 2007 - 2013 for the Local Development operators”.
IFOA – EIC – Interreg Program Lecce (Italy) December 2008	Course “Best practices to make European cooperation projects”.

10. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Italian	1	1	1
Spanish	1 (mothertongue)	1 (mothertongue)	1 (mothertongue)
English	2	2	2

11. **Membership of professional bodies:**

- Vice-president of the Apulia's Region delegation of Italian Training Association (A.I.F.) at 2003 - 2008, councilman of the Apulia Region council of A.I.F. since 1999.
- Italian Bar (Lawyers) Association since 1996.

12. **Other skills:** Full Computer Literacy - Webmaster

13. **Present position:** Senior Consultant and Trainer. Business Lawyer

14. **Years within the firm:** 25

15. **Key qualifications:** (Relevant to the assignment)

Trainer and Consultant specialized in the following areas:

- International trade. SME's International development. (Marketing, commercial partners research, export office, fairs);
- Territorial Marketing policies for Local Development. Clusters.
- Business Planing, new business creation and entrepreneurship. Start Up enterprises.
- Organization behaviour and Management Human Resources.
- Information Technology: Internet (HTML, Web Marketing). E-commerce B2B.
- Training of Trainers, and transferring technical and pedagogical methodologies for teaching adult learners, and modern current trends in Management Education (E-learning);

16. **Specific experience in the region:**

Country	Date from - Date to
Venezuela	1966 - 1983
Italy	1983 - 2006
Brazil	1982
Spain	1998 and 2005
Mexico	2002 and 2016
Germany	2002
Rumania	2002
Colombia	2005
Argentina	2009
Bosnia	2011
Turkey	2013
Cuba	2023

## 17. Professional experience

Date from – Date to	Location	Company	Position	Description
2023	Cuba	Italian Trade Agency Government agency	Senior Expert	Innovation Lab Project: Training in international commerce to farmers and government organizations on Cuba
2005 – On going	Italy	Italian Trade Agency Government agency	Senior Expert	Teaching activity and assistance to help Italian firms for export, with Export Marketing Plan, selection of international markets and commercial partners research. Sectors: food, mechanical, textile, Hi-Tech. Over 40 companies followed.
Sept. 2017 – Sept. 2018	Italy	Formaper (Milan Chamber of Commerce agency)	Senior Expert	European Project "Ready to Go International project - Supporting SMEs internationalization, Increasing EU SME's readiness to internationalize in target markets" (EASME agency of the European Commission - DG GROW). Assistance activity with an assessment and export marketing plan for the following markets: USA (3 companies), India (3 companies), Chile (1 company)
Oct. 2016	Pachuca (Mexico)	Hidalgo University	Senior Expert	Participation as a teacher and speaker at the II International Congress of Research on SMEs. Lectio Magistralis about the internationalization of micro-enterprises.
March – April 2013	Sivas (Turkey)	Formaper (Milan Chamber of Commerce agency)	Senior Expert	ETCF II project "Promoting competitiveness of Sivas entrepreneurial community through innovative sustainable development". Trainer in the module "Advanced Marketing for SMEs".
Sept. 2012	Milan (Italy)	Promos (Milan Chamber of Commerce agency)	Senior Expert	East Invest Program - Study visit on the SMAU fair in Milan by ICT companies from Armenia, Belarus, Azerbaijan, Moldova. Marketing analysis and training about strategies and elements for export, elements to deal the global market and analysis of the Italian ICT market.
Sept. – Dec. 2012	Bogotá (Colombia) and Italy	Commercioestero Network	Senior Expert	Teaching activity in Italy for members of the Bogotá Municipality on local development, territorial marketing, start-up and "clusters" development. Assistance activity in Colombia to development projects in these sectors.
May 2011	Bosnia	InnovaPuglia - Local Development Agency of the Apuglia Region (Italy)	Senior Expert	Project "APQ Balkans" for cooperation and development between the Puglia Region and the Balkans. Teaching activity on Prijedor and Sanski Monst cities (Bosnia) to members of local development agencies on business internationalization, local development, export consortiums.
Nov. 2003 - Dec 2009	Bertinoro (Italy)	Bologna University - Italian Ministry of Foreign Affairs	Senior Trainer	Course: "Constitution and management of SMEs in the fruit and wine fields" for civil employees publics and technicians of Colombia, Ecuador, Peru and Bolivia. <ul style="list-style-type: none"> <li>Edition 2007 – 2008 - 2009: Module: "Enterprise creation. Regional development"</li> <li>Edition 2006: Module: "International Financings".</li> <li>Edition 2003: Module: "The business cooperation forms in Italy".</li> </ul>
Dec. 2008 – March 2009	Corato (Italy) Mendoza (Argentina)	ENAP Corato – Italian Labour Ministry	Senior Expert	A.S.LO Project (Agroalimentare e sviluppo locale) for local development for food industries. Team Coordinator. Meeting B2B and training between Italian and Argentinian firms to develop the food industries of the Mendoza Province.
October 2008	Parma (Italy)	UNIDO Rome (United Nations Industrial Development Org. Investment Promotion)	Senior Expert	Identification of companies and distributors interested in finished and semi-finished products for Senegalese companies. Research of general problems of market access for Senegal food products in the Italian market. Presentation of the market study at Parma in a workshop with the Senegalese enterprises.
March 2005 – July. 2008	Vicenza (Italy)	Centro Universitario di Organizzazione Aziendale CUOA	Senior Trainer	<ul style="list-style-type: none"> <li>Management of SMEs and International Competitiveness. Training Program for entrepreneurs of Malesia, Thailand, Vietnam (I° group) and Brasil, Chile, Argentina (II° group). Argument "The Made in Italy: characteristic and development. Industrial clusters".</li> <li>Summer Program Abroad - ITESM and ITESO, Mexico. Training Program for students of the university center "TEC" of Monterrey (Mexico). Argument "The Made in Italy: characteristic and development. Industrial clusters". Edition 2007 and 2008.</li> <li>Course "The enterprise and the Global Business" – Training in the Module "The Globalization". March 2005.</li> </ul>

Sept. 2005 - June. 2009	All Italian regions	Italian Institute for the Foreign Trade I.C.E. (Rome, Italy)	Senior Expert	<ul style="list-style-type: none"> <li>Trainer in course for Italian/Canadian managers about the firm's internationalization in the city of Campobasso.</li> <li>Assistance/training for companies of Trapani (Italy) for mission trade in Brazil and Venezuela.</li> <li>Assistance of micro-enterprises to make a business check-up and a audit to help them in the international markets.</li> </ul>
Dec. 2005 / Feb. 2006	Milan (Italy)	Chamber of Commerce of Milan	Senior Trainer	<ul style="list-style-type: none"> <li>Course "Manage the Business to the foreign country" - Module "Strategy and International Marketing" - February 2006.</li> <li>"SPRING" Project for entrepreneurial formation. Module "International Marketing" - December 2005.</li> </ul>
October 2005	Parma (Italy)	ABCnet (Roma)	Senior Expert	Marketing research "The Food distribution in Europe" for Latin American companies to fair "CIBUS Tec" of Parma (Italy).
July 2005	Medellin (Colombia)	European Union – Al-Invest Project	Senior Expert	Training for entrepreneurs of SME'S food sector (CAPYME). "Introduction at EU market"
April 2005	Malaga (Spain)	Sorbetti SEGEL Ferrara (Italy)	Senior expert	Activity of consulting/training to the agent's sale in Spain. Participation to the Fair Hosteleqip of Malaga (Spain)
Sept. - October 2004	Napples Campobasso (Italy)	Soges Group (Torino) – UTI Formazione	Senior Trainer	Plan "Actions of internationalization of the economy and the culture of the Regions. Ob. 1 for managing civil employees and of the Public Administration" – Trainer in the modules: <ul style="list-style-type: none"> <li>"The role of the regions in the international relations" – Naples.</li> <li>"The reading of the resources and the potentialities of the territory for the development on the international plan"</li> </ul>
Jan. 2004 March 2006	Dusseldorf (Germany)	Commercioestero Consulting (Italia)	Senior Expert	Olioteca project to promote the olive oil in the German market – Project Manager for the participation of 3 companies (Edition 2004) and 4 companies (Edition 2006). This project has obtained the special mention in the prize "Best Practices for the internationalization" organized by FITA/Confindustria (Italy) in the 2005.
2002	Trani (Italy)	Italian Training Association	Trainer	Training the Trainers Course in Apulia Region (2001), Modern technologies for training (E-learning)
2002	Hannover (Germany)	Palermo Province	Senior Expert	Workshop in Hannover (Germany) with 12 companies of metal mechanic sector of the Sicily Region (Italy).
2002	Timisoara (Rumania)	FITA/Confindustria	Senior Expert	Workshop between Italian and Rumanian consulting companies.
2002	Guadalajara (Mexico)	Commercioestero Consulting s.r.l.	Senior Expert	Participation at the Italian / Latin American meeting at Guadalajara (Mexico). Speaker at the convention: "Net of the cities towards for the grown" at the Guadalajara University.
2000	Napples (Italy)	Sviluppo Italia S.p.A. – City of Napoli	Senior Expert	Training/consulting on the field / distance formation (e-learning) for the followings projects: <ul style="list-style-type: none"> <li>Project "Telework and local Development", creation of New Technologies enterprises.</li> <li>Project "Rockimpresa '99", creation of new enterprises in the musical sector with the use of the modern technologies.</li> </ul>
1999 –2000	Italy	FORMEZ Italian State Public Sector Training Organisation	Expert and Trainer	Project "Euro Pass 2" – Trainer and Expert in supporting public bodies of 8 Territorial Pacts (Objective 1 – Southern Regions). Sectors: EU Structural Funds; ESF project submission; Set up and support to "Euro Desk"; Set up and support to "Single Desk" for SMEs.
1996 – on going	Trani (Italy)	Studio Vacca	Consultant	Public Sector and Small – Medium Enterprise Consulting and Training. Technical assistance and training in European Union Structural Funds.

#### 18. Other relevant information (e.g., Publications)

- Collaborate to writing of the book "Engineering of export - the Instruments and techniques in order to work in the foreign market" of N. Minervini. IPSOA. Publisher. Italy. Year 2004. CAP. 6.10: "How to sell via Internet".
- Book review of the web site on the encyclopedia "Internet Not Problem" from McGraw-Hill and newspaper "La Repubblica", Italy. Issue 41. Pag. 741.
- Drafter of newspaper "AE - Activity with the foreign country". Quarterly publication made from Commercioestero Network of Forlì (Italy).