

PERSONAL INFORMATION



Federica Leonetti

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Sex Female | Date of birth 31.05.1980 | Nationality Italian

JOB APPLIED FOR
POSITION
PREFERRED JOB
STUDIES APPLIED FOR

International Relations with stakeholders/enterprises' ecosystems
and Institutions / Project Manager and business advisor for
entrepreneurs and SMEs

WORK EXPERIENCE

2009 – present

UNIONCAMERE PIEMONTE

Regional Union of the Chamber of commerce in Piedmont Region
Via Giuseppe Pomba 23
Turin, Italy

I'm International Business Advisor and Project Manager for the **Enterprise Europe Network (EEN)**, at Unioncamere Piemonte focussed on supporting entrepreneurs to grow and to innovate internationally (Internationalization, innovation and partnering services for entrepreneurs to access new markets).

I facilitate the international growth and development of entrepreneurs with International ambitions especially dealing with creative industry.

I also work closely supporting and promoting :

- Women entrepreneurs
- Initiatives and programmes from the European Commission as the Single Market programme in regards to the internationalization of companies (from DG Grow, Trade, EISMEA)
- Services to SME's that need to create international collaborations worldwide and to expand their business abroad.
- Creating international connections with NO EU countries working with stakeholders, institutions and local actors to be engaged within European network and to create international synergies at entrepreneurial level

EXPERIENCE AT A GLANCE

I'm **Chair of the Sector Group Textiles** within the EEN network, committed to bring together European fashion and textile producers to enhance opportunities and commercial partnerships across the organization of specific activities , events and fashion fairs.

Working closely with NON EU delegations of brands and entrepreneurs, **I'm also coordinator of the sub Group Outreach and engagement of NON -EU countries** within the EEN *Thematic group Internationalization*, in charge to gather new members from international countries working closely with EEN.

The objective is to generate more interests among No- EU countries to be connecting with the European network and European entrepreneurs by involving delegations of companies joining the EEN events and collaborating on specific projects.

I also have a huge experience working in sectoral fairs and events, Involved in the organization of the Torino Fashion Week project, as **international relations manager** in charge for the scouting of emerging fashion designers and innovative companies from all over the world, discovering new markets . TFW is an international and independent fashion format- show realized in Turin (IT) every year and addressed to emerging fashion brands and Small and medium companies from all around the world where to get international visibility and commercial opportunities.

As manager for international relations I'm also in charge in creating synergies worldwide focussed on internationalization purpose for stakeholders, SMEs, new projects.

I'm responsible for the management of the Matchmaking event Torino Fashion Match, organized in Turin every year to facilitate the international networking across actors dealing with fashion and textile industry.

Other areas of activities include:

- internationalization services and partnering
- Supporting SME to cope with the new Eu textiles Sustainability regulations
- management of international brokerage events and workshops;
- scouting of emerging brands and fashion designers assisting them entering new markets and creating international partnerships;
- Creating international relations with sectoral stakeholders, institutions and organization to foster connection with industrial ecosystems
- ambassador for the European partnerships project WORTH addressed the creative industry
- Involved in the ESTEAM community to support female founders upgrading their skills in the technology sectors and working closely with clients scouting new international markets
- Mentoring activity for EEN colleagues from Brazil, EEN India and EEN Antilles.

2022 - present

- **Co-Chair for the Internationalization Group in EEN (in charge of No-EU countries)**

Appointed as Co- Chair of the Sub Group Outreach and engagement of NO -EU country within the EEN TG. Internationalization with the main task to involve new countries as partners of the network .

The group is composed by 10 members.

2017 – Present

- **Chair of the Sector Group Textile and Fashion within the Enterprise Europe Network**

Appointed as Chair of the EEN Sector Group Textile and Fashion I coordinate a group of 40 members from different countries. The group is committed to bring European fashion and textile producers together to enhance opportunities and commercial partnerships across the organization of specific activities.

Results:

- Commitment to increase the visibility of the group within the network and to concretely increase the number of members participating the group.
- Management and organization of many activities dealing with the textile industry such as sectoral trainings, brokerage events and company missions addressed to entrepreneurs and the whole textile industry
- Realization and management of the Format Fashion Match in 2 countries NL and IT (awarded in 2019)
- Contribution in reaching partnerships agreements thanks to the textile events organized within the SGT all round the world
- Helping entrepreneurs entering new markets and in starting new businesses.

2008–2009

• Internship • Trainee • Unioncamere Piemonte, Turin (Italy)

Support Officer within the Enterprise Europe Network activities (supporting in feedback activities and communication activities, Innovation and technology transfer action for SMEs and supporting events management.

Related tasks:

- In charge of the management of international Brokerage events (company missions and sectoral events/activities)
- Supporting SMEs in creating international partnerships with peers or experts
- International coordinator for the Torino Fashion Week format for the recruitment of international and local companies, emerging fashion designers and innovative brands
- Responsible for the management of the annual b2b event Torino Fashion Match addressed to international fashion brands
- Experience in managing International project: EU4BUSINESS; Interreg ALCOTRA
- European Funding programmes' advisor: Horizon Europe; Cosme; Single Market
- Adviser for SMEs on EEN innovation and internationalization services
- Advisor for European Project partnerships on Textile: WORTH Project, ELIIT project
- EEN- Mentor for Brazil, India and Antilles EEN consortia (gathering different organizations from that countries guiding them across the EEN services and performance indicators)
- Connection with international fashion shows and events worldwide to foster brands' visibility and networking
- Working with international delegations of SMEs from different part of the world (Europe, Asia, UAE, USA) to attend local event organized within EEN activities
- Public relations with international stakeholders
- Working closely with European Commission and its main Agencies (EISMEA, DG GROW) participating in scheduled meetings with them.

EDUCATION AND TRAINING

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- 10/11 June 2021 **WeGate Training Academy Certificate (2 days course)**
 On line Training course • WeGate Training Academy Certificate
 Tailored made training programme for strengthening women entrepreneurship organizations' capacities across Europe on:
 creating policies, lobbying and advocacy strategies, access to finance, and providing business support services, sharing good practice examples and provision of tools to support learning and networking with peer organizations
- 11 – 12 June 2014 **European Project Lab:
 How to build and manage an european project (Rome, IT)**
 European Project Lab
 How to build and manage an european project
- 01/02/2010 – 06/06/2010 **English TOEFL certificate
 American Learning Center
 C.so San Maurizio , Torino
 English TOEFL certificate
 American Learning Center**
- 20/09/2007 – 15/12/2007 **International Master Course in "Law and Business in Europe" at University of
 European Studies (IUSE), Turin**
 Master degree_University of European Studies (IUSE), Turin- Italy
 International Master Course in "Law and Business in Europe"
 International English Class on European Law
- 01/10/2006 – 16/07/2009 **Degree in Public Relations and Media Communication
 University of Turin, (Political Sciences Dep)
 Degree in Public Relations and Media Communication
 University of Turin, (Political Sciences Department)**
- 15/03/2006 - 01/06/2006 **Certificate in Juridical English
 I.L.O. (International and Labour Organisation), Turin
 Viale Maestri del Lavoro, To
 I.L.O. (International and Labour Organisation)
 Certificate in Juridical English**
- 01/03/2006 - 01/06/2006 **European Computer Licence
 Algo System organisation
 Via Cernaia 9, Torino
 European Computer Licence
 Algo System organisation**
- 01/10/2003 - 01/12/2003 **University Erasmus Programme
 University of Wolverhampton (Birmingham - UK)
 Erasmus Programme_University of Wolverhampton
 Politics, English Sociology, Globalisation, Political Sciences**
- 01/10/2002 - 18/07/2006 **Degree in International and Diplomatic Studies
 University of Turin, Political Sciences Dep.
 Thesis: "The entrance of Romania state in the European Union and the European inc**
- 2000 – 2002 **Political Sciences
 University of Turin, Faculty of Political Sciences
 Political Sciences, History, Statistics, Economy, Politics**
- 15/09/1994- 14/07/1999 **High School Certificate
 Linguistic High School Certificate (Turin, Italy)
 Liceo Linguistico Regina Margherita High School**

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
ENGLISH	C1	C1	C1	C1	C1
TOEFEL					
FRENCH	A2	A2	A2	A2	A2
Replace with name of language certificate. Enter level if known.					

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- Good communication skills gained through experience working in international contexts (European countries and No EU countries such as Jordan, Qatar , Türkiye, USA, India, Brazil)
- Experience in participating as speaker for international conferences (EASME Panel and workshops during EEN annual conf) and interviews (Radio and Web interviews and on stage with international audience at the Torino fashion week) and Webinars (WeGate Event; Trends research and Advisory)

Organisational / managerial skills

- Accountability
- Actively seeks to improve programmes or services
- Planning and organizing: working on priorities, adjust priorities as required
- Commitment to continuous learning and willingness to learn new technology
- Teamwork : Work collaboratively with colleagues to achieve organizational goals
- Used to work in an international context, in multicultural environment.
- Leadership: actually leading a group of 35 people

Job-related skills

- good command of quality control processes (currently responsible for the coordination of the SG Textiles and the working group on Internationalization (with a focus on NO EU countries)

Computer skills

- Browsing, searching, filtering data, information and digital content
- Evaluating data, information and digital content
- Managing data, information and digital content
- Sharing through digital technologies
- Integrating and re-elaborating digital content
- Developing content
- good command of Microsoft Office™ tools

Driving licence B

ADDITIONAL INFORMATION

I'm a positive, growth mindset, ambitious person, sport addicted, with a huge passion for travels, water sports, jogging and the sea! Excited working in international environment with a melting -pot of colleagues, smart professional people loving networking but also having fun around!

I'm keen to scout for new projects and interesting contacts to develop new experience and projects. I have strong interpersonal skills and ability to mobilize people and interests on specific topics with strong networking skills and ability to engage with enterprises and institutions.

Interested in Arts, Design & Fashion, Women's business networks, international Exhibition Fairs, innovations and technology issues, international politics, Finance and geopolitical topics and Foresight Literatures (future thinking).

Presentations	• Mentor for India colleagues (2022 – present)
Projects	• Mentor for Brazil colleagues (2022 – present)
Conferences	• Mentor for Antilles Colleagues (2022 – present)
Seminars	• Chair for the Textile Group (2017 – present)
Honours and awards	• Co-Chair Internationalization group (focus NO- EU Countries)
Memberships	• Best Practice Award for the b2b Fashion Match in 2019 among all the Sector Groups within the EEN network
References	• Involved as Member of the Steering Committee for the European Project “Blueprint for sectoral cooperation on Skills: showcasing careers in the Textile/Clothing/Leather/Footwear Sectors” for 1 year for the realization of the European campaign “Open your Mind” addressed to the new careers in the TCLF sectors
	• Worth project ambassador
	• Astra Project Mentor : women entrepreneurship mentor
	• Public relation manager dealing with international delegations of brands/institutions/ authorities from all over the world