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Great resources can turn into real opportunities for the development and enrichment of our country. This project aims to sustain the international development of small and mid-sized firms and promote the high quality of Italian products. In collaboration with three of the most prestigious schools in Rome, Confesercenti has identified innovative ways to support Italian firms and to help them face the demands of international markets with foreign competitors and make the entry of new emerging countries an opportunity for growth. Italian authenticity, excellence and modernity need to be promoted and compete with the leading brands in each sector, and above all in international markets, through an innovative educational program.

Throughout the centuries, Italian culture and heritage has been forged by aesthetic, cultural and communication features. This project is a great opportunity for an incisive and profitable promotion of Italian cultural identity, of its production and of its tourism. Creativity, imagination and Italian good taste are recognized all around the World and foreign students, professionals and educational institutes can rely on a structure of different schools, set up on an ad hoc basis, which deals with their training and learning needs.

The Confesercenti project wants to be a multipurpose program, in which theoretical and practical classes as well as recreational and professional courses are designed to help people appreciate, enjoy and discover Italian culture.

It is the perfect place and environment to develop academic programs, professional and specialized courses. Lectures and seminars, courses and field trips, combined with educational visits to local producers and culture classes supervised by tutors, all make tasting a successful learning process.

The three key concepts of an innovative educational process are well represented in the Confesercenti project: immersion in history and values, contamination of practices and behaviours and emersion of traditions and modernity. With the guidance of multitasking tutors, Italian and foreign students, scholars and professionals will understand how they can improve their learning. Additionally, student interactions will help reinforce the lessons and challenge their pro instructor to answer questions that enrich the entire learning process. The projects aim to create new learning opportunities and solid training programs as well customized, exciting, skill building and a positively challenging professional growth curriculum.

