



13th INSME Annual Meeting

“Improving Productivity in SMEs and Their Role in Global Value Chains”

From the 15th to the 17th of May 2017
Puerto Vallarta - State of Jalisco, Mexico

Mr. Giovanni Zazzerini

Secretary General

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Italy

Having graduated in Economics, he holds a Master’s Degree in Technology and Innovation Management from SPRU, University of Sussex (United Kingdom) and a Ph.D. in Marketing from University of Perugia (Italy) where he currently teaches Marketing.

He is also Adjunct Professor at LUISS University (Italy). He has more than 15 years of experience in the development and management of national and international projects in the marketing, innovation and entrepreneurship field.

Since 2008 he has worked as an expert for the Ministry of Foreign Affairs and International Cooperation carrying out technical assistance and training activities in China and Vietnam.

In 2012 he was appointed by the European Commission to advice FP7 and Horizon 2020 projects on exploitation of research results and business plan development.

Starting in 2017 he took on the role as Secretary General at INSME – the International Network for Small and Medium Enterprises, a legally recognized not-for-profit Association established in 2004 in Rome by the Italian Ministry of Economic Development and the OECD with the aim to strengthen international cooperation, exchange of know-how, best practice approaches and expertise in innovation and technology transfer among economic players and intermediaries worldwide.