

The opportunities of global economy require companies to strengthen their competitiveness, forcing them to devise strategies, adopt organizational and operational changes, and qualify their resources so they are better prepared for internationalization and growth. “SMEs in the global economy” is the motto of the 2018 Bizfeira Forum, which will promote, in a single day, a number of actions, including a conference, biztalks, meetings and networking.

09:00	Reception of participants
09:15	Opening session with Mayor Emídio Sousa
09:30	Launch of Santa Maria da Feira's promotional video and brochure
09:45	Adress by the Portuguese-American Foundation for Development – Jorge Gabriel
10:00	Adress by portuguese advisor in the world – Gonçalo Terenas
10:15	Adress by the Comercial Advisor of the United States in Portugal – Rafael Patiño
10:30	Coffee-break
10:45	<b>Conference</b> <b>Do business and invest in the US</b>  Participate and take the opportunity to get in touch with Portuguese companies that operate in that country and get acquainted with their experiences. The conference aims to address issues related to economic and business relations with the US, taking into account the enormous relevance of this market for Feira's companies and sectors. We will have contributions from a group of experts with experience and great knowledge of this economy. The conference intends to be an appropriate space for establishing partnerships and conducting business..
12:45	Closing session
13:00	Networking lunch

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13:45	Reception of participants
14:00	<b>Biztalk</b> <b>How to train for the best future?</b>  Get to know and debate the strategies that must be adopted to bring training closer to the real needs of companies, as well as the new skills required by a world that is constantly changing and becoming increasingly digital. The future that we all want to achieve requires us to begin preparing right now, giving a major role to training people. How to attract talent and create a whole new generation of employees whose skills suit the needs of the current and emerging labour market will be the motto of this biztalk. This panel will mainly debate the role of knowledge and (re)qualification (or retraining) of human resources regarding competitiveness and the response to the requirements of the new economy.
14:30	<b>Biztalk</b> <b>Business opportunities in health</b>  Another element that characterizes this sector is the fact that it is strongly competitive and very much knowledge-based. It will be an opportunity to discuss the growing impact of health in the economy and as a response to social challenges, while giving an account of the conditions for the development of a local cluster in the health sector that Santa Maria da Feira has been providing.

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**Short sessions promoted by the entities present. Take part! This will be an opportunity to get more information for your business.**

Take the opportunity to get directly in touch with those that can boost the growth of your business. The aim is to clarify specificities on the markets, products and services at in question, as well as the existing opportunities and the essential skills companies must acquire in order to approach the market effectively.

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**Bizspace**

**Boost your business! Come and get to know the best of what is made in Santa Maria da Feira. In this space you will find the products and services offered by our companies.**

The aim of this space is to promote the establishment of partnerships and contacts between the various stakeholders. It will be a moment for sharing the best that is made in the region, while boosting business through moments of networking and exchange of experiences.

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**Meetings**

**Take part and clarify your doubts! You will have the opportunity to meet in person with those that can help you boost your business abroad. Arrange your meeting now!**

These initiatives bring adequate partners together, while fostering interaction and the establishment of cooperative processes, thus making companies more prepared for the challenges of the new global economy. Networking and access to privileged and specialized information provide everyone, particularly companies, with an excellent opportunity to access foreign markets and begin or develop their internationalization processes. There will also be a space for welcoming corporate events and debate entrepreneurship in the cultural and creative sectors, which are particularly important in Santa Maria da Feira, in their strategy for development and foreign promotion..