

22 MARCH 2022

ETS GLOBAL CAMPAIGN ITALY MEETING MINUTES

Date:	22.03.2022
Time:	16:00 - 17:00 CET
Participants:	ETS Global: Tamara BABAIAN, Manila CAMPISI, Gerben VAN LENT
	ED: Daniela ABENTUNG, Anton LAMMERS, Alia MOLOVA, Anoushaey SAIF, Alistair STARLING, Noé UIJTERWAAL

Roles

ETS Global

Gerben VAN LENT	Vice Managing Director (Amsterdam)
Tamara BABAIAN (Paris)	Director Business Growth and Channel Management
Manila CAMPISI	External Consultant (Milan)

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Alistair STARLING	Project Leader (Berlin/Tallinn)
Daniela ABENTUNG	Principal Consultant (Brussels)
Anton LAMMERS	Junior Consultant (London)
Noé UIJTERWAAL	Policy Researcher (Maastricht)
Anoushaey SAIF	Policy Researcher (Brussels)
Alia MOLOVA	Policy Researcher (London)

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Introduction to the Strategic Blue Sheet

- Refine concrete action plan
 - Clear roadmap of next steps
 - Research into potential expansion within the tourism industry
- Information needed from ETS Global: Contacts in the Politecnico di Milano

Initial strategic strengths and red flags

Red flag:

- Italy suffers from bureaucracy and is lagging behind compared to other European countries.

Strategic strengths:

- Around 3000 people are working in ETS Global including teachers and scientists to research and develop quality testing and assessment methodology.
- ETS Global's main business is the improvement of competences (especially English competences) and currently there is a lack of it. ETS Global can partner with relevant people to develop some competences with focus in English and Foreign Language.
- There is an opportunity to help institutions, government, universities and education sector and the professional sector to contribute to the niche of ETS Global and fill in the gap that exists between Italy and other European countries.
- TOEIC tests are not subjective which removes human judgement.
- ETS Global provides standardised and international assessment techniques to ensure quality, equity and fairness in the sphere of education.
- ETS Global creates and scores around 50 million tests a year.

Situation in Italy

- No controversy regarding ETS Global in Italy.
- Post-pandemic there is a huge improvement in many areas including digitization of public and private services.
- 6% economic growth in Italy in only last one year's time (highest in Europe).
- English is mostly the language of business, research and universities; unfortunately, in Italy there is very low literacy of English language.

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- Government of Italy believes introducing B2 Level English will not be beneficial after the stage of High School in Italy, therefore their focus is not much in this area.

Other important aspects

- The American Chamber of Commerce organises thought leadership events – potential for collaboration to increase visibility and participate in discussions about current affairs such as migration, social mobility and English language certifications.
- Interest in working with large organisations/large-scale initiatives by providing English language examinations (similar to World Food Programme by the UN).
- ETS Global wants to find out if new funds introduced by the government will be allocated to education and general assessment or not.
- Possible opportunity: Introducing TOEIC in Hospitality and Tourism industry as the level of English overall is very low and country generates sizeable income from international tourists.

Agree next steps

- Formulate position statement
- Combine objectives of gaining visibility, enhancing brand awareness and discover a way to understand how to access large-scale investment initiatives by the government.
- Need to have access to decision makers in government institutions and formulate a way to approach them. ED to give ETS Global a clear idea of the steps to reach this goal.
- New country manager Serena Pegoraro joining next week. Looking forward to having her in the upcoming meeting.