

WBL 2.0 at “Fiera dei Mestieri” 4th Edition

Date of the event	13 April 2018
Number of people reached	More than
Held in	Bergamo, Italy

Description of Event

Confartigianato Imprese Bergamo organized with Bergamo Province, the City Council, the Chamber of Commerce and other local institutions the 4th edition of “Fiera dei Mestieri”. The event is perfect for the promotion of the project because they are involved hundreds of students from dozens of professional schools of the province. There were also included 10 different thematic areas such as commercial services, tourism and sports, woodworking, graphics, beauty services etc. Classes of students could visit stands. It was an activity during which several students and classes of professional schools had the chance to meet artisans/entrepreneurs and their activities. The fair showed how strong the relation is between professional education and SMEs and its successful outcomes. It helped many people, especially young students that were participating at the fair, to choose their own path in the education and to find out more about SMEs.

Outcomes

It was very useful to increase awareness in young students about the importance of work experiences and enhance their future perspectives. It was also a good chance for Confartigianato Imprese Bergamo to increase awareness also among people about the WBL2.0 project and the possibility to do internships abroad. Many students, thanks to the fair and our contribute, could test their work skills and show them to other people, as well as comparing themselves with other students and schools.

