



UNIVERSITY
OF TRENTO - Italy

Department of Economics and
Management

In partnership with:



Ural State University of
Economics (USUE)



North Caucasus Federal Uni-
versity (NCFU)

Trento Marketing Challenge

11th Edition Final Event

6th February 2023

Department of Economics and Management
Via Inama, 5—38122 Trento

Trento Marketing Challenge (TMC) is a marketing competition organized by the University of Trento (Department of Economics and Management and International Office) coordinated by Prof. Italo Trevisan, in collaboration with the Ural State University of Economics (USUE) in Yekaterinburg and the North Caucasus Federal University in Stavropol (NCFU).

TMC was established with the aim of connecting the small- and medium- sized companies in the Triveneto area with the students of the Master courses in International Marketing, offering them a chance to participate in real consulting projects.

Programme

- 09:40 start connection and checks
- 09:50 Welcome to the event by Programme Director Prof. Italo Trevisan and Programme Coordinators Prof. Elena Shatskaya and Andrei Drevalov
- 10:00 TMC groups' Presentations:
- 10:00 - 10:30 Group 2, **ShardArt**.
 - 10:30 - 11:00 Group 3, **Sweets Technologies**.
 - 11:00 - 11:30 Group 7, **NAF LLC**.
- 11:30 - 11:45 Break
- 11:45-12:15: Group 1, research on Hotel reviews sentiment analysis.
 - 12.15-12.45: Group 6, **Woodbag LLC**.
 - 12:45-13:15: Group 4, **Jam.me**.
 - 13.15-13.45: Group 5, **Cable Alliance Holding LLC**.
 - 13.45-13.55 Conclusion

Will attend online:

Ms. Anna Babenkova, Deputy Head, Dept of Foreign Economic Activities, *Cable Alliance Holding LLC*, Prof. Diana Bogdanova, УГАТУ, Mr. Dmitry Chuprin, Director, *Sweets Technologies*, Mr. Egor Ivanov, Director *Jam.me*, Ms. Yevgeniya Korovina, CEO, *NAF LLC*, Russian branch of *NAF Neunkirchner Achsenfabrik AG*, Ms. Mr. Richard Ramisch, manager, *ShardArt*, Natalya Yunusova, Chief Marketing Officer, *Woodbag LLC*,

Partner Universities

North Caucasus Federal University (NCFU), Stavropol, Russia - Prof. Elena Shatskaya (Skype)

Ural State University of Economics (USUE), Ekaterinburg, Russia - Prof. Andrei Drevalov (Skype)

Partner Companies

Cable Alliance Holding LLC, Jam.me, NAF LLC, Woodbag LLC, Sweets Technologies, ShardArt.