

## PRESS RELEASE

**The European project BOSS4SME has started, led by CENFIM, furnishings cluster and innovation hub, in order to develop the “Online Sales Manager” professional profile. The project will improve the furniture & home furnishings companies competences to increase their online sales.**

**Thursday, February 2<sup>nd</sup> 2017**

**The kick off meeting of the project, took place on February the 2<sup>nd</sup> in Barcelona, and was attended by project partners, coming from 4 different EU countries.**

CENFIM, furnishings cluster and innovation hub ([www.cenfim.org](http://www.cenfim.org)), leads the **BOSS4SME** project ([www.boss4sme.com](http://www.boss4sme.com) / Boosting Online cross-border Sales for furniture and households SMEs), co-financed by the Erasmus + Program of the European Union as a Strategic Partnership for vocational training.

The BOSS4SME project aims to improve the furniture and home interior sector companies competitiveness, by developing a new “Online Sales Manager” professional profile. A professional capable of creating e-Commerce strategies that increase cross-border sales using Internet as sales channel.

BOSS4SME target SMEs in the furniture and home interior sector - manufacturers and retailers. It is a very dynamic sector in countries such as Spain and Italy, with a significant number of jobs associated to it, and in which the e-Commerce can lead to a substantial sales growth.

The six partners that make up the consortium participated in the meeting held in the WEcontract BCN space ([www.wecontractbcn.com](http://www.wecontractbcn.com)), with the purpose of planning and specifying the development of all the project’s activities and tasks, which has a duration of 24 months.

The partners represent four countries: Spain, Greece, Italy and Poland. The project participants are: CENFIM as project coordinator, the Spanish furniture business associations AMIC and AMUEBLA, the educational software developer CCS, the training quality expert EUROCREA MERCHANT, and the e-learning developer DANMAR.



BOSS4SME will develop a complete online course for the professional profile of "Online Sales Manager". The project will analyze the current e-Commerce practices in the participating countries, and they will be compared with leading European e-Commerce countries practices in the sector. This will serve to identify training and skills needs, and the related opportunities, to implement e-Commerce successful practices. The project will deliver the necessary training contents to allow the “Online Sales Manager” obtaining the required competences. They will be validated according to ECVET criteria, and will be implemented in an e-learning platform called e-Commerce Genie, which will deliver adapted training paths to users, according to their existing competences, and their companies features and needs. Throughout the project, different events will be organized to present and disseminate the results.

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