

The ESCAPE European Project: learning online platform on export and foreign markets.

Organized by Federalimentare Servizi & Turin University

Through the **ESCAPE** Project (*Enhancing Sales Capacity for Agrifood Products in Europe*), 60 food technology students (from Partner Countries: Italy, France and the Netherlands) experienced an online learning programme to enhance their skills on sales, export and foreign markets. With the help of industrial experts and centres of Academic excellence, the Project elaborated a new learning methodology based on *flipped classroom*. In addition to this, a practical learning session was planned during the SIAL Fair in Paris (21-25 October 2018): students had thus the opportunity to get straight to the heart of business activities thanks to the proactive collaboration of *marketing* and *sales managers*.