**Tomorrow in Bari the III Meeting of the project INTERSOCIAL**

The **third meeting of the project Intersocial** will take place on October 5, 2012 in the **Sala Consiglio (Meeting Room),** **of the University of Bari - Department of Computer Science**

 ***INTERSOCIAL is a project financed by European Territorial Cooperation Operational Programme Greece-Italy 2007-2013, co-funded by the European Union (European Regional Development Fund) and by national funds of Greece and Italy.***

*The INTER-SOCIAL project aims at exploring social networking to enhance the competitiveness of SMEs in the region. Social networks offer new means and forums for world-wide product promotion as well as huge repositories of data for advanced market analysis and trend identification.*

*Such activities are very relevant to the geographical regions targeted by the project, since they provide effective means for internationalization, require no specific infrastructure other than Internet access, are environmental friendly and are oriented towards the service provider sector.*

The meeting will be attended by representatives of all the project partners, **'University of Ioannina,** Lead Partner of the project, **University of Bari (It)**, **University of Patras (Gr),** and **Euro-Mediterranean Cultural Heritage Agency (IT).**

During the meeting, the partners will evaluate and examine the goals achieved, in order to better plan the steps and the targets still to be achieved.

The work sessions will examine all the different aspects and topics of the project management: the programme has, therefore, scheduled several technical round tables, dedicated to the discussion of the scientific program rather than the review of financial reports, and the planning and organization of the second Workshop of the project, which aims to encourage interaction and exchange of ideas on ' the universe of social networks and explore opportunities for cooperation between SMEs, researchers and professionals who work or are interested in the universe of social networks.

The meeting is an important opportunity for the project partners to share the best skills, ideas and proposals, to encourage the interaction and the exchange of ideas and cooperation, in order to confront and overcome this new challenge leveraging research and innovation.

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