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# “C2Future Final Conference”

Milan, MAGNA PARS - L' HOTEL À PARFUM

Via Forcella 6 - 20144 Milan, Italy

June 29th 2022, 10:00 CET

Registration (hybrid event): [link C2FutureFinalEvent](https://forms.gle/nj3N2ZfwFAH3hsgm6)



We are happy to announce the “C2Future Final Conference”, the last in a series of events within the project “Clusters for the City of the Future (C2Future)”.

The conference will aim at:

- facilitating the enlargement of the partnership and value chain to other European clusters and third countries clusters and their SMEs
- promoting the C2Future ESCP, the internationalization strategy and roadmap for internationalization
- promoting Smart Cities concept
- attracting new partners and clients of the partnership
- sharing good practices and know – how in the field of facilitation internationalization

The event will be attended by companies working in the field of mobility, ICT, environmental technologies, construction and smart building, clusters, incubators, policy makers,





accelerators, representatives of local authorities and European organizations, research and technologies organizations, universities, representatives of other strategic cluster partnerships, representatives of organizations from the targeted third countries.

During the event four new clusters will be officially accepted as members of C2Future partnership and you will be able to:

- Learn more about C2Future project and planned activities.
- Learn about opportunities for cooperation between institutional entities and companies.
- Hear some of the best-in-class entities about internationalization.
- Hear some of the best practice examples from SMEs.
- Meet companies from 6 clusters coming from Italy, Spain, Bulgaria, Serbia and Greece.
- Meet companies and clusters from Europe and from the targeted countries.

**Participation is free of charge but registration is required (please select “Physically” or “ON-LINE” in the registration form): <https://forms.gle/6gEaZwb7excyCDfT6>**

**The official language is English. The event will be registered and available also on-line. Duration of the Webinar: from 10.00 to 13.00CET and from 14.00 to 18.00CET on June the 29<sup>th</sup> 2022.**

### About C2Future project

Clusters for the City of the Future (C2Future) is a project Co-funded by the COSME program of the EU. General objective is to create and sustain European Strategic Cluster Partnership in the field of Smart Cities, to foster the international collaboration among 6 clusters in ICT, mobility, building and construction and environmental technologies.

C2Future will raise new value chain targeting third countries markets USA, Mexico and Colombia and exploit already established contacts in these countries.

The project will also support the SMEs to internationalize their markets by creating joint internationalization strategy and internationalization roadmap.

Through numerous activities, the project is aimed to identify strategic partners across Europe to join C2Future Partnership. Based on complementarity, compatibility, skills and common interests, additional number of clusters will be invited to formally join the project partnership.

For more detailed information about the project and the opportunities for SMEs and Clusters, please visit following link: <https://www.c2future.net/>







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**14.00** Official presentation of the new C2Future partners.

**14.40** “A short guideline for internationalization in US (focus on California State)” – PAOLO CERESA, Senior Business Advisor at the American Chamber of Commerce in Italy.

**15.00** “Opportunities to invest in Mexico” – LUIS GODOY, Director-General in the Global Economic Intelligence Unit of the Secretariat of Economy of Mexico, gently invited by the Mexican General Consul MARIA DE LOS ANGELES ARRIOLA AGUIRRE.

**15.20** “The collaboration programs of the Italian Chamber of Commerce in Mexico to encourage the internationalization of Italian companies” – LORENZO VIANELLO, President of the Italian Chamber of Commerce in Mexico.

**15.40** “Doing Business in Mexico” – MARCO NICOLI, Board member/member of the Board of Directors at Associazione Economica del Messico in Italia.

**16.00** Coffee break

**16.10** C2Future Internationalization strategy and best practices:

“Softtech and internationalization in Colombia” - MAURA ALFANO, Marketing Manager at SOFTECH srl.

“AEP: a company ready to start business in Mexico” – GIOVANNI BECATTINI, CEO at AEP Ticketing Solutions SpA.

“Caravela Coffee’ lessons from the field”: good practices and know-how of internationalization in Colombia and Latin America – GIANCARLO GHIRETTI, Co-Founder & CFO (Chief Financial Officer) of Caravela Coffee.

**17.00** “How Research and Technologies organizations can help companies in developing their projects”: ANTONELLA TOZZI, Public Funding and Innovation Specialist at Kilometro Rosso Innovation District.

**17.20** “Universities role in technological innovation”- GIANPIERO MASTINU, Politecnico of Milan.

**17.35** “Incubators and accelerators: their role in SMEs development” – ALBERTO BONETTI, Head of Project Funding, CSMT scarl.

**17.50** A view to the future of the C2Future Project by ARIANNA DELLACA’ and KRASIMIRA SHINDAROVA.

**17.55** Questions and answers.

**18.00** Thanks

