

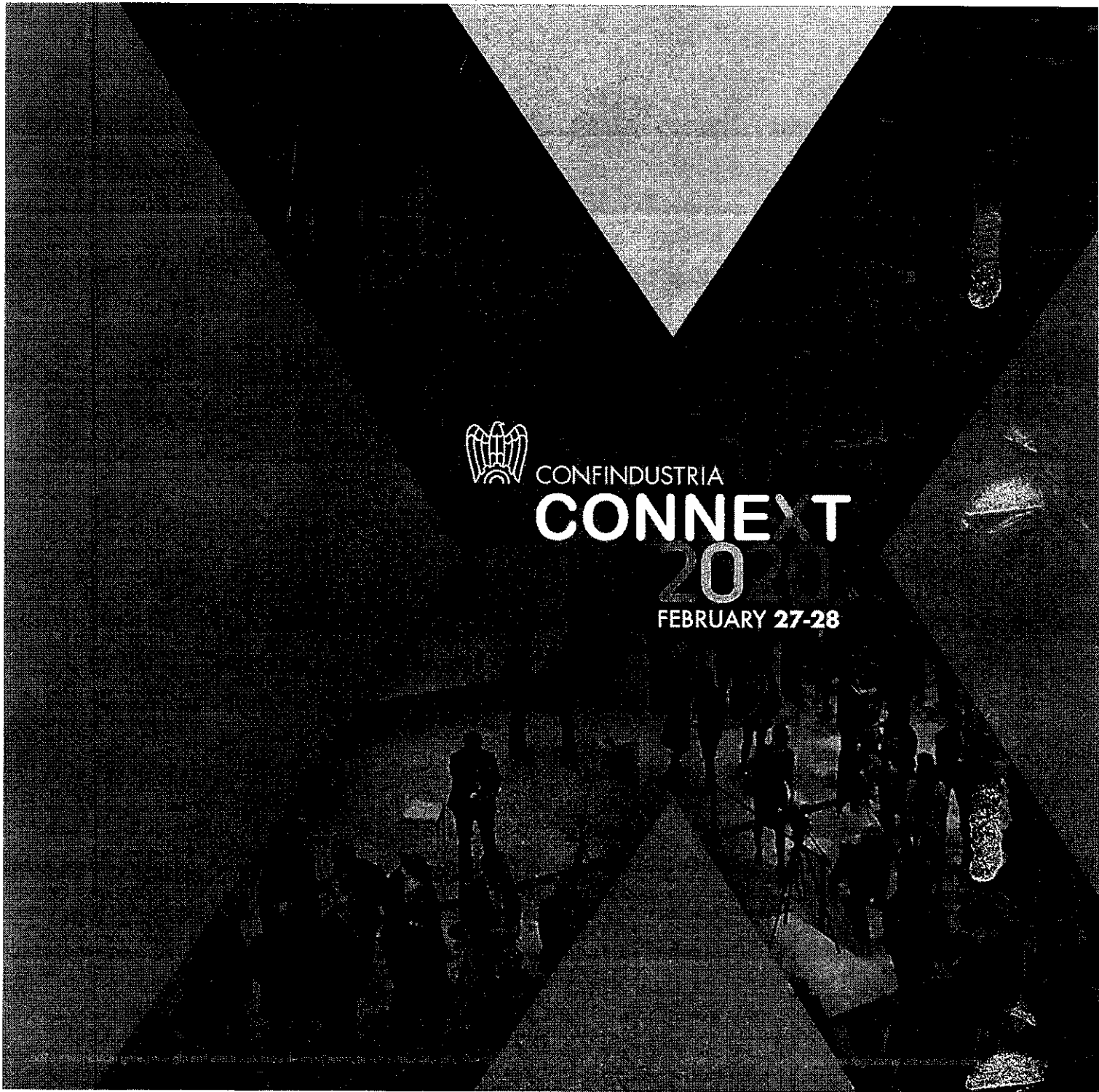


CONFINDUSTRIA

CONNEXT

20

FEBRUARY 27-28



CONNECTING COMPANIES TO THE FUTURE

CONNEXT is a leading international platform for entrepreneurs and business owners. It is the only platform that connects companies from all over the world. CONNEXT is a leading international platform for entrepreneurs and business owners. It is the only platform that connects companies from all over the world.

PARTICIPANTS

CONNEXT is a leading international platform for entrepreneurs and business owners. It is the only platform that connects companies from all over the world. CONNEXT is a leading international platform for entrepreneurs and business owners. It is the only platform that connects companies from all over the world.

EXHIBITORS

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THE 1ST EDITION OF CONNEXT: FACTS AND FIGURES OF A SUCCESS STORY

7.000

participants: entrepreneurs, managers, start-uppers, institutions, public and private entities and stakeholders

200

company presentations & speed pitches

450

Exhibiting companies

40.000

Users of Connext's platform since January 2019

40

International companies coming from: Germany, Morocco and Eastern Europe (Albania, Bosnia and Herzegovina, Bulgaria, Romania, Serbia)

2.500

B2B meetings

1.000

Italian and international companies registered on the Marketplace

6 mln

people reached by the digital communication



CONNEXT 2020 STRENGTHENS ITS INTERNATIONAL DIMENSION

Connex2020 increases its international dimension opening up to all foreign companies. Based on the success of the previous edition, Confindustria encourages the participation of all foreign companies with special emphasis on this year's geographical focus areas: the Mediterranean, Africa, Central and Eastern Europe and the European Union.

In its international dimension, Connex2020 intends to promote the development of strategic partnerships, especially in the private sector, with a strong international vocation. Foreign companies will have the opportunity to meet Italian companies within the innovation thematic drivers and develop private-private partnerships.

Strengthening Connex2020's international dimension through strategic partnerships:

To encourage the participation of highly qualified and innovative foreign companies we count on the support of some of our main partners, helping us create a bridge between Italy and the rest of the world.

Meet our partners at Connex2020:

Confindustria's international network, our associations representing Italian companies operating in Eastern and Central Europe (Confindustria Est Europa, Confindustria Russia), in Africa and the Middle East (Confindustria Assafica & Mediterraneo).

Deutsch-Italienische Handelskammer, AIK, the main Italian-German association in Italy.

E4IMPACT Foundation, the leading University Alliance for the training of a new generation of Impact entrepreneurs, especially in Africa.

Union of Mediterranean Confederations, BUSINESSMED, the main representative of the private sector in the Mediterranean basin. BUSINESSMED will coordinate the participation of companies coming from the Mashreq region within the framework of the regional project co-funded by the European Commission, EBSOMED (Enhancing Business Support Organizations and Business Networks in the Southern Neighborhood).

...and many more!

ENTER CONNEXT'S WORLD

MEET Potential Business Partners through the B2B Matchmaking Platform
 SHOWCASE your products, equipment and services to highly-targeted industry professionals
 BENEFIT from the B2B Matchmaking Platform to find the right business partner
 GAIN exposure for your product or service
 BUILD Relationships with Prospects
 EDUCATE attendees on your products or services
 EXPAND your business network, into Italy

A DEDICATED APP



Get all key information: your personal agenda of meetings, events and a map locating the stands.

THE MARKETPLACE

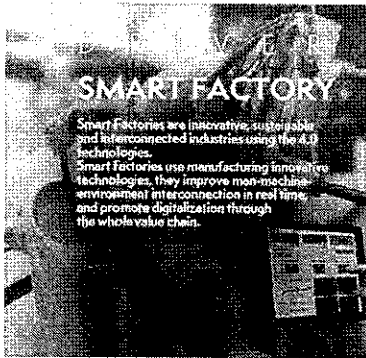
A networking platform and a virtual meeting place for new business opportunities and partnerships.

The Marketplace is an exclusive showcase for hundreds of companies. It is a place to meet-up, an opportunity to look beyond your own business and meet new partners, new customers and suppliers: a great occasion to deal with stakeholders, Associations and commercial operators.

The platform will allow you to consult participants' company profiles in real time, to schedule B2B meetings and to plan your own agenda.

A dedicated section will suggest companies the closest partners based on business interest.

New instant messaging tools and networking thematic rooms will allow companies to multiply and facilitate contact and business opportunities even after the event.

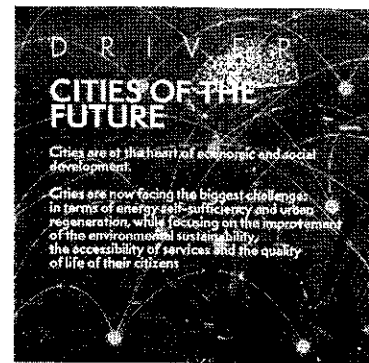


INDUSTRY 4.0

- Digital Technologies for the manufacturing processes
- X INDUSTRY ENERGY EFFICIENCY
 - X ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
 - X BIG DATA AND ARTIFICIAL INTELLIGENCE FOR 4.0 INDUSTRY / AUTOMATION AND IOT
 - X ADDITIVE MANUFACTURING TECHNOLOGY SOLUTIONS

URBAN REGENERATION

- Sustainable transformation of cities, constructions and abandoned areas; creation of urban infrastructures and production sites with a reduced impact on environment and soil consumption.
- X HOUSING 4.0
 - X URBAN REQUALIFICATION
 - X ENVIRONMENT AND URBAN LANDSCAPE



CYBERSECURITY

- Information security for the protection of data and of the digital based systems and infrastructures.
- X CYBER PROTECTION OF THE SMART FACTORY
 - X CYBER PROTECTION OF THE NATIONAL CRITICAL INFRASTRUCTURES
 - X CYBERSECURITY & IOT

SUPPLY CHAIN 4.0

- Focus on projects of digital transformation involving all companies of the supply chain.
- X INTEGRATION OF THE SUPPLY CHAIN
 - X FOOD FARM 4.0

SMART CITIES

- Creating cities that are economically sustainable and energy self-sufficient, thereby increasing the quality of life of citizens through specific services (also Clean vehicles).
- X DIGITAL CITY
 - X SMART MOBILITY / BIG DATA AND ARTIFICIAL INTELLIGENCE FOR FUTURE MOBILITY
 - X URBAN WELFARE AND CARE OF THE PERSON

DRIVER

SUSTAINABLE PLANET

Sustainability is one of the greatest drivers guiding policies, innovation strategies and investments.

New projects must seek solutions aimed at modernizing constructions, transport systems and infrastructures. In order to address this, it is necessary to implement and effectively use of innovative and to enhance physical and digital technologies.

LOGISTICS, DIGITAL AND SUSTAINABLE INFRASTRUCTURES

Interconnected, digitalized and sustainable networks (road, iron, sea and sky).

- X PORTS 4.0
- X SMART ROADS
- X SUSTAINABLE LOGISTICS

ENERGY SUSTAINABILITY

Technology development for the production and development of green energy and spread of efficient systems.

- X ENERGY COMMUNITIES & SMART GRIDS
- X ENERGY EFFICIENCY & SUSTAINABLE CONSUMPTION
- X GREEN ENERGY OF TOMORROW
- X SUSTAINABLE MOBILITY
- X BATTERIES / CLEAN, CONNECTED AND AUTONOMOUS VEHICLES
- X LOW CARBON INDUSTRY AND HYDROGEN TECHNOLOGIES

RESILIENCE OF TERRITORY AND OF PRODUCTION SITES

Strengthening the capability to face traumatic events; reduce companies and territories vulnerability towards natural disasters, also engaging the adoption of preventive measures.

- X RESILIENT COMPANIES AND COMMUNITIES
- X CLIMATIC CHANGES AND RISKS PREVENTION
- X BUSINESS CONTINUITY
- X HYDROGEOLOGICAL DEFENCE
- X PREVENTION OF EARTHQUAKE RISKS AT INDUSTRIAL FACILITIES

CIRCULAR ECONOMY

Materials recovery (steel, aluminium, paper, wood, plastic, glass) and "waste-to-energy" for an efficient use of resources and decarbonization.

- X EUROPEAN DIRECTIVES' OBJECTIVES ON CIRCULAR ECONOMY
- X INDUSTRIAL SYMBIOSIS
- X TECHNOLOGICAL INNOVATION
- X ECO-DESIGN
- X END OF WASTE
- X BY-PRODUCTS
- X WASTE-TO-ENERGY
- X ENVIRONMENTAL CERTIFICATIONS
- X GREEN FINANCE
- X ENVIRONMENTAL TRAINING
- X ENVIRONMENTAL CONSULTANCY

DRIVER

PEOPLE AT THE HEART OF PROGRESS

By expanding their research and innovation activities, companies are seeking new investment opportunities, developing new products and services, in a number of sectors ranging from fashion to food, from education to health and life sciences.

HEALTH 4.0

Innovative applications of ICT and artificial intelligence for personal care services.

- X DIGITAL TECHNOLOGIES FOR HEALTH
- X BIG DATA AND ARTIFICIAL INTELLIGENCE FOR THE MEDICINE OF TOMORROW
- X SMART HEALTH

WELLNESS

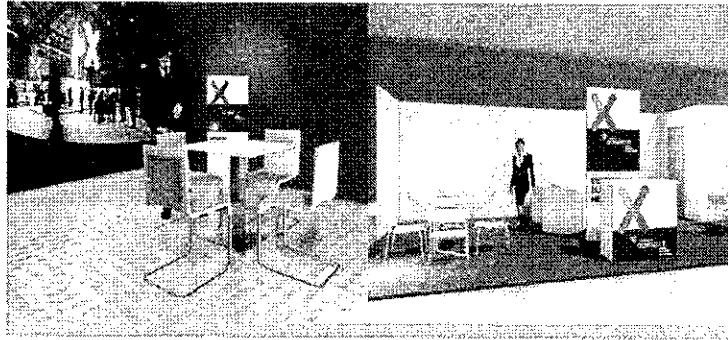
Spa, fitness, care and beauty treatments, pharmaceutical industry and wellness tourism.

- X CORPORATE WELFARE AND DIGITAL PLATFORMS
- X ENTERPRISE NETWORKS FOR WELFARE

HOW TO PARTICIPATE

Participate in the Congress on the Digital Marketing and e-Customer for 27 and 28 February in Milan for free!

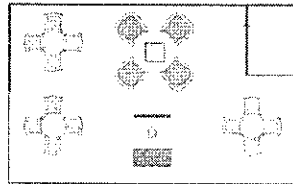
Foreign companies are welcome to join the large Congress event and/or to exhibit their own B2B. An interesting and complete offer of services for you is provided together with the International Companies Area.



FREE BOOTH

Free Participation in the International Area includes:

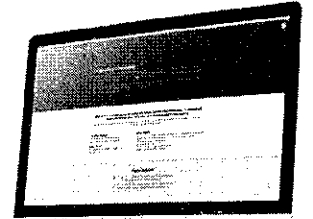
- X Presence in **Company Marketplace** with its related logo - visitor profiling - with possibility of B2B meetings
- X Presence in the fair with a **Table** with a seat, within the Area dedicated to International Companies where to have B2B meetings
- X Presence of 2 **Business professionals** to provide information and participate B2B mission
- X Invitation to **Networking Cocktail** on February 27 and 28



Dimensione Booth 40x20m

UPGRADE YOUR PARTICIPATION AND BECOME AN EXHIBITOR!

As an exhibitor you will be among Company's participants with the presence in one of the exhibition spaces dedicated to the thematic Drivers.



Indirizzo: connett.confindustria.it/international

LOCATION

ConnexT will be held in Milan, in the innovative space of MiCo, Milan Convention Centre:

- X 4 large thematic areas will host the exhibitors
- X Rooms dedicated to B2B meetings
- X Rooms for Vision events and thematic meetings
- X Dining room for convivial events and several catering points



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CONNEX T

2020

27-28 February - MiCo - Milan

Discover more at

connexT.confindustria.it/2020/international