

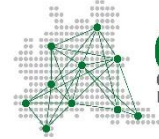


**C2Future**

Clusters for the City  
of the Future



Co-funded by the COSME programme  
of the European Union



**CLM**

Cluster Lombardo della Mobilità  
Lombardy Mobility Cluster

# “C2Future C2World”



**How small and medium-sized enterprises can deal with  
internationalization**

*Event within the 2021 World Manufacturing Forum Week  
in Cernobbio, Como Lake*

*Webinar on 21st of October 2021, 11:00 CET*

*B2B meetings anytime during the WMF Week (from 18th to 22nd of October)*



CLUSTER FOR  
**DIGITAL  
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**ΣΕΚΕΕ**



We are happy to announce the third in a series of event online within the project “Clusters for the City of the Future (C2Future)”.

In this occasion we will be part of the 2021 edition of the World Manufacturing Forum in Cernobbio, Como Lake – Italy, where participants will have the chance to achieve a comprehensive knowledge of the most relevant themes in the manufacturing scenario, thanks to streaming sessions, in-depth materials, videos, speaker-led discussions, and interviews with experts from high-level international institutions, research organizations, and companies.

Goal of the “C2Future C2World” event on October the 21<sup>st</sup> is to give some useful information about internationalization in targeted countries of Canada, Colombia, Mexico and USA, both by institutional stakeholders (Consulates and Chambers of Commerce) and by private enterprises through personal experience.

B2B meetings can be held along the whole week (from 18<sup>th</sup> to 22<sup>nd</sup> October), preceding and following the event, and they will give the possibility to the cluster companies to meet other enterprises of the targeted countries.

During the event 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 from the rest of the world and from the targeted countries.

*The official language of the event is English.*

*Event will be registered and available in streaming.*

*Participation is free of charge but conditioned by registration trough the WMF website.*

*Duration of the Webinar: from 11.00 to 12.40 on October the 21<sup>st</sup> 2021.*

*Duration of B2B: 20 minutes each from October the 18<sup>th</sup> to the 22<sup>nd</sup> 2021.*

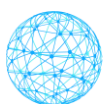
#### About C2Future project:

Clusters for the City of the Future (C2Future) is a project Co-funded by the COSME program of the EU. General objective is creating and sustaining European Strategic Cluster Partnership in the field of Smart Cities, fostering 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 such as: USA, Canada, Mexico, Colombia and exploit already established contacts in these countries.

The project will also support the SMEs to internationalize their activities and penetrate third countries’ markets by creating joint internationalization strategy and internationalization roadmap.

Through numerous activities, project will do the identification of strategic partners across Europe to join C2Future Partnership. Based on complementarity, compatibility, skills and





# C2Future

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interest additional number of clusters will be invited to formally join the partnership of this project.

For more detailed information about project and opportunities for SMEs and Clusters, please visit following link: <https://clustercollaboration.eu/content/clusters-cities-future>



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*PROGRAM.*

*Moderator: Lombardy Mobility Cluster.*

*11.00 Opening greetings from C2Future Project Manager (10min)*

*11.10 Presentation of the 6 clusters of C2Future (20min)*

*11.30 US Chamber of Commerce (15 min)*

*11.45 Italian Chamber of Commerce for Canada (15 min)*

*12.00 Lessons from the field: Brist Axle and Softech experience (15 min)*

*12.15 Mexican Consulate (15 min)- TO BE CONFIRMED*

*12.30 Thanks.*

