



smau  2016

**EMILIA-ROMAGNA PROJECT
STARTUP COMPANIES
AT SMAU BERLIN
(16-17 JUNE 2016)**



SMAU TODAY

Smau is the most important Italian event dedicated to Information&Communication Technology and Innovation solutions designed to help main national and international suppliers to meet entrepreneurs, corporate and public administration decision makers and ICT channel operators.

For over 50 years Smau supports Italian companies in the acquisition of technology and innovation.

In this new format - designed by ICT ecosystem operators (vendor, channel, universities and business schools, trade press) together with Industry and Trade Associations (local offices of Confindustria and Ascom), Smau completes the traditional digital technologies area with new innovative companies, research labs, industrial research, startup, spin-off: the ecosystem is able to provide all the innovation, know-how, research and development necessary for business in a logic of Open Innovation.



The numbers of Smau*

Attendees: 50.000

Exhibitors: 1.000

Journalists: 2.200

* data refers to Roadshow 2015



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“Smau is an important initiative because it creates the network. It brings together business, young people, Startups and it makes them talk to each other. This is what we want to do as a region in order to create the dialogue among universities, business, young people putting them in connection with the business. This is Smau model: very effective and very innovative”.

Roberto Maroni, President of Lombardia Region



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“Smau 2015 edition confirmed the desire to speed up the digital transformation of the country of all the players who can give an active contribution to the process . Our country is talented and full of young people who are ready to give life to a new way of doing business and should be supported to make them able to work and collaborate in a fast, flexible and interconnected way”.

Agostino Santoni, Cisco CEO

SMAU BERLIN 2016

Smau Berlin has three main objectives:

- Startups and ecosystems:

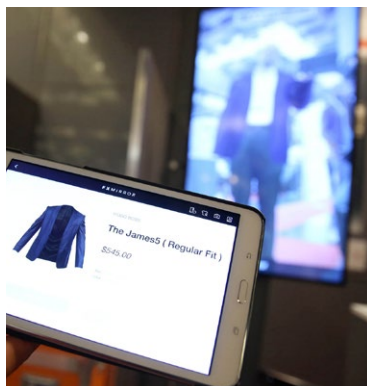
Activating trade relations, partnerships and investments opportunities between the Italian start-up companies and the various international startup ecosystem professionals that will be present at the Berlin event.

- Main areas:

Promotion of the Regional specific sectors of Italian innovation, and the relative strategies, on the international market through interaction and business networking opportunities with the selection of start-ups, spin-offs and innovative SMEs.

- SMAU International:

The interaction and networking with foreign markets is an obvious choice for our companies. At Smau Berlin the Made in Italy innovation will be introduced to the foreign market and investors to give the opportunity to Italian companies to expand their business abroad.



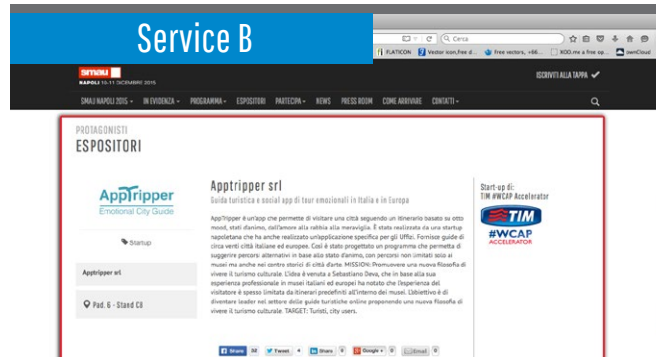
SERVICES RESERVED TO START-UP COMPANIES

Service A



An exhibition area to show own products and services in order to develop lead generation and the opportunities for networking.

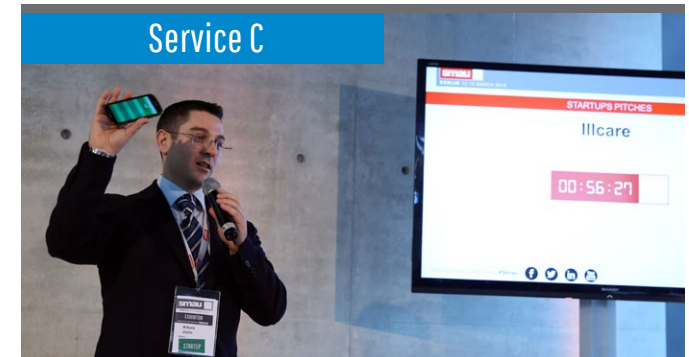
Service B



Presentation of company (mission, products and clients) included in the alphabetical list published online.

Presentation of the products, solutions or services on the website.

Service C



Pitch Sessions: the startup and innovative companies will present the offer to the guests in 180 seconds.

Service D



Startup Award: Award for the best Italian startup companies selected among the participants.

Service E



To support the participation, Smau offers its media relations activities:

- Distribution of press releases;
- Possibility to arrange interviews;
- Social channels (Twitter, Facebook, Flickr, YouTube and LinkedIn)
- Editorial opportunities with media partners of the event.



SERVICES RESERVED TO START-UP COMPANIES



Service F

Meetings with investors interested in investing in startups: an opportunity to Italian companies to expand their business abroad.



Service G

Scheduled tours with realities of German innovation ecosystem in the afternoon of the second day (incubators, accelerators etc...)



MEET THE MADE IN ITALY INNOVATION

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