

UK-Italy Tech Showcase

 TECHNOLOGY
IS
GREAT
BRITAIN & NORTHERN IRELAND

*Marshmallow Laser Feast
London*



great.gov.uk

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Milan, 11 March 2020



The **Department for International Trade** Italy, based at the **British Consulate General Milan**, in partnership with **Regione Lombardia**, is planning the first **Italy Tech Show**, a two day initiative on **10 and 11 March**, hosted in Milan's skyscraper Pirelli, home of Regione Lombardia.

The event has a strong focus on **Technology and Innovation** and it originates from the desire to increase the opportunities for collaboration and contamination between the UK and Italy. It will offer highly innovative companies a series of networking and high-visibility initiatives, that will also include VIP guests.

The first day of the project – March 10 – has been thought as a European platform for women-leaders from different countries who work in the tech field, to discuss and share their experiences. The day will end with the **European Women in Tech Awards** ceremony.

On the second day of the project – March 11 – the **UK-Italy Tech Showcase** will be open to selected guests from business, research, institutions, universities and the press and will offer invitees the opportunity to engage and interact with various high-level and innovative products and technologies from both countries.

The dates proposed coincide with the **Milan Digital Week** (11-15 March), a citywide festival dedicated to technology and innovation with more than 500 events happening in the city within the same week.



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THE LOCATION

Grattacielo Pirelli

Via Fabio Filzi, 22

Milano

The events will be held in one of the most iconic buildings in Milan, the Pirellone skyscraper, home of Regione Lombardia.



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How to get there

From **Milan Central Station**: 3min walking distance

From Milano **Malpensa Airport**: 50min by car

From Milano **Linate Airport**: 25min by car

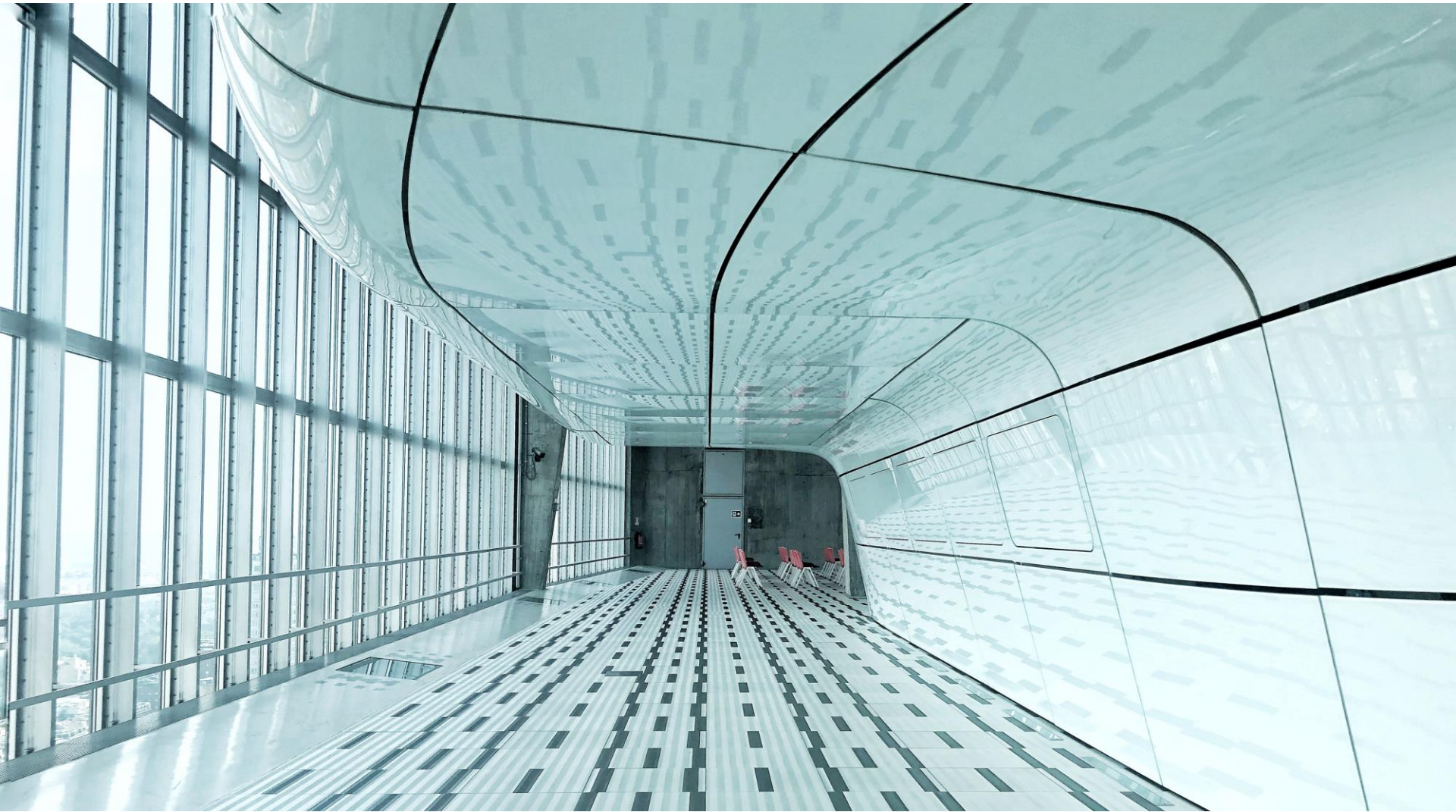
From Bergamo **Orio Al Serio Airport**: 50min by car



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The UK-Italy Tech Show on 11 March will take place on the 31st Floor of the Pirellone skyscraper, with a breathtaking view over the city of Milan.





UK-Italy Tech Show Floor Plan



THE EVENT

The **UK-Italy Tech Show** will be a showcase of technological products by British and Italian companies focusing on AI, 5G, fintech, Retail Tech, Lifesciences Tech, Cyber and Big Data.

The companies on display will be given the chance to hold mini-sessions to present their products and/or services to a selected audience.

In addition to the exhibition, B2B meetings will be held to encourage business and trade opportunities between Italy and the UK.



BENEFITS OF PARTICIPATING

- **Free participation** - *your company will not be asked for a fee or rent of the space*
- **A table to display your products** (size L120cm; W50cm; H90cm)
- Your own **mini-company presentation/pitching** in front of selected audience
- Visibility on DIT Italy **social media** channels (Linkedin, Twitter, Instagram)
- Visibility on local and country specific **media outlets**
- Featured in **official project catalogue** and all marcomms material
- Featured in **official professional project video and photos** that will be published online and shared widely
- **Commercial Meetings** with potential distributors/buyers
- **Free catering service all day**
- Participation in the **evening networking reception** with high-level guests

WHAT YOU WILL NEED TO PROVIDE

- **Brief company profile** (word document – 200 words max)
- **High-Res Company Logo** (jpg- 300 dpi minimum)
- **4 to10 High-resolution photos of your products** (landscape and vertical format- jpg- 300 dpi minimum)



WHAT WE CAN'T OFFER

- Flights and accommodation
- Transport of goods to Italy
- Insurance
- Resources to manage your exhibition desk

THE ORGANISERS



British
Consulate-General
Milan



Department for
International Trade



UK Science
& Innovation
Network

Hosted by



Regione Lombardia