



CONFINDUSTRIA

**CONNEXT**  
**2020**

FEBRUARY 27-28

5.2.2020 / 798

# CONNECTING COMPANIES TO THE FUTURE

Connex is Confindustria's national industrial partnership meeting organized with the aim of strengthening the business ecosystem. A space of growth for productive supply chains and for companies of all dimensions, including start-ups.

Connex gives companies and economic partners unique opportunities to meet up and exchange views in an environment where the **most strategic drivers for business growth and development** will be put in place. Discover them all at: <https://connex.confindustria.it/2020/international>

## PARTICIPANTS

SMEs, multinational and large companies, start-ups and innovative companies, business networks, universities, research centres, technology clusters and digital innovation hubs, training and certification institutions, credit and financial entities, public Institutions, private suppliers, industrial associations, chambers of commerce, public and private players to build partnerships. **This will be the world at Connex 2020!**

## DRIVERS

One look at the business of the future through 4 key thematic drivers for business growth. The drivers are thematic development hubs identifying the key sectors of Connex2020 edition. The drivers will allow companies to better profile themselves on the Marketplace while activating the matching for B2B meetings and networking

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 Connex'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 Connex'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 Assafrica & Mediterraneo);
- **Deutsch-Italienische Handelskammer, AHK:** 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

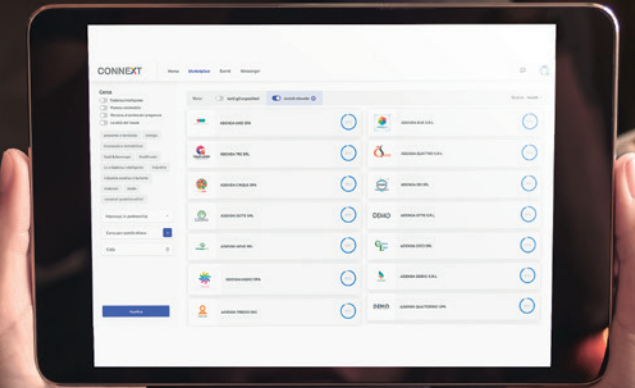
**EDUCATE** attendees on your products or services

**EXPAND** your business network into Italy

## A DEDICATED APP



For 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.

# D R I V E R

## SMART FACTORY

Smart Factories are innovative, sustainable and interconnected industries using the 4.0 technologies. Smart factories use manufacturing innovative technologies, they improve man-machine-environment interconnection in real time, and promote digitalization through the whole value chain.



### 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



### 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



### 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



### 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 SSMART MOBILITY / BIG DATA AND ARTIFICIAL INTELLIGENCE FOR FUTURE MOBILITY
- X URBAN WELFARE AND CARE OF THE PERSON

# D R I V E R

## CITIES OF THE FUTURE

Cities are at the heart of economic and social development.

Cities are now facing the biggest challenges in terms of energy self-sufficiency and urban regeneration, while focusing on the improvement of the environmental sustainability, the accessibility of services and the quality of life of their citizens



D R I V E R

SUSTAINABLE  
PLANET

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

New projects must seek solutions aimed at modernizing constructions, transports, logistics and infrastructures, in order to ensure an increasingly efficient and effective use of resources and to enhance our cultural and landscape heritage.

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 event; 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 decarbonisation.

- 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

D R I V E R

PEOPLE AT THE HEART  
OF PROGRESS

By expanding their research and innovation activities, companies are seizing 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

Profile your company on the digital Marketplace and join Connex on 27 and 28 February in Milan for free!

Foreign companies are welcome to join the large Connex matching network creating their own B2B meeting agenda with companies of interest having a reserved Table within the **International Companies Area**.



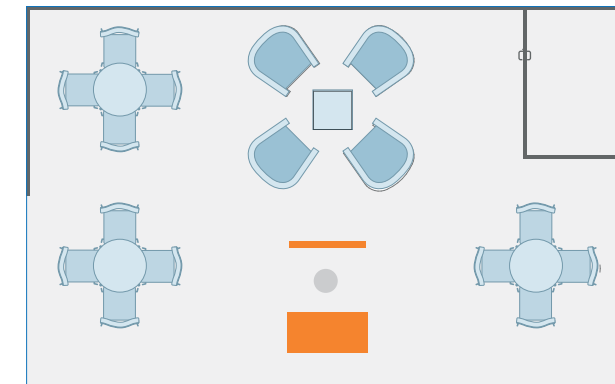
# UPGRADE YOUR PARTICIPATION AND BECOME AN EXHIBITOR!

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

## FREE BOOTH

Free Participation in the International Area includes:

- ✗ Presence in Connex Marketplace with standard logo - prior profiling - with possibility of B2B meetings.
- ✗ Presence in the Fair with a Table with 4 seats within the Area dedicated to International companies where to hold B2B meetings
- ✗ Presence of 2 business professionals to profile on the Marketplace and participate to B2B session.
- ✗ Participation to Networking Cocktail on February 27, end of event.



Dimensions: 800 x 400 cm



Find more on  
[connex.confindustria.it/international](https://connex.confindustria.it/international)





## LOCATION

Connex 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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Discover more at

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