

# USA 2016 Think-Tech Italia



## COLLECTING EXPRESSIONS OF INTEREST, PROPOSALS FOR THE PROMOTION OF THE REGIONAL PRODUCTIVE SYSTEM 2016

### THINK-TECH ITALIA PROJECT

“Think Tech Italy” is the new initiative dedicated to the internationalization of companies engaged in the fields of scientific research and technology transfer. Promoted by UNINDUSTRIA, Consorzio Roma Ricerche, Italy-America Chamber of Commerce Southeast (IACC) and Miami Scientific Italian Community.

#### BENEFICIARIES

---

Research institutions, Universities, Start-up-companies, locally based in Lazio Region operating in High Technology Contents with particular reference to: innovation, Healthtech, future of finance, city of the future , education 2.0.

#### Think Tech Italy offers to the beneficiaries the opportunity to:

- Meet new technological / financial partners in a global scale;
- Promote new products / services to the international market;
- Find partners for research projects.

#### TARGET COUNTRY

---

- **United States of America**

#### SERVICES

---

##### INTERNATIONAL NETWORKING

- Participation in international events (fairs, workshops) with including B2B events and conferences;
- Invitations to participate in the Lazio Region, to international operators (buyer, system integrator) and meetings with the Lazio based companies.
- Outgoing trade missions including visits to potential customers / partners offices;
- Support in the development and management of business contacts (technical support, consulting services on issues such as: customs legislation, taxation and international contracts, transport and currency regulations).

##### TAILORED MADE SERVICES

- Export check-up with a SWOT analysis of the company / product with preliminary analysis of the markets of potential interest and definition of target customers/partners;
- Analysis of the industry, the competitive environment and the market for the products / services of the company and assessment of business skills;
- Market analysis and identification of potential clients / partners;
- selection of counterparts in the North American;
- Marketing of the company profiles and catalogues;
- Support in contact with customers of your interest;
- Support activities with customers located in areas;
- Credit Passport cooperation with the rating agency Moodys;
- APP catalogue containing the participating companies in the project.

#### **TEAM BUILDING: SHARING IDEAS**

- Meetings among project beneficiaries focused on the creation of synergies capable to develop new products and/or services that, based on the integration of the proposed technologies, will results competitive in the international markets;
- Workshops attended by large companies aiming at developing innovative projects.

#### **INITIATIVES**

---

##### **EVENTS**

**eMerge Americas** (17<sup>th</sup>-20<sup>th</sup> April 2016)

##### **B2B**

**Incoming of foreign partners**

#### **YOUR MOTIVATION**

---

- A commitment to pursue a develop new strategy for your company in the North American markets;
- Willing to work with the other entities with the goal of creating synergies;
- Information and materials translated into English (it will help the organizers to promote your company in international markets;
- The direct involvement of your managers;
- Technological expertise and excellence in terms of value proposition.

#### **HOW TO PARTICIPATE**

---

You should register your company by delivering, before **March 10<sup>th</sup> 2016**, the completed form, signed by the legal representative of the company together with an identity document.

**COLLECTING EXPRESSIONS OF INTEREST, PROPOSALS FOR THE PROMOTION  
OF THE REGIONAL PRODUCTIVE SYSTEM 2016  
THINK-TECH ITALIA PROJECT**

**REGISTER FORM**

Deliver before **March 10<sup>th</sup> 2016** to: [l.stillitano@romaricerche.it](mailto:l.stillitano@romaricerche.it)  
signed by the legal representative of the company together with an attached identity document copy.

**PARTICIPANT DATA - Business**

---

Business name .....

Address ..... ZIP ..... City ..... Region .....

Phone. .... Fax .....

E-mail..... Certified e-mail.....

Web-site .....

National collective agreement applied (if applicable) .....

Date of Constitution ..... Number of employees .....

**PARTICIPANT DATA - legal representative**

---

Name..... Surname.....

Role .....

The submission of this form is to be considered as an application and does not guarantee acceptance.

Date ..... Signature.....