



C2Future

Clusters for the City
of the Future

C2Future C2World

How small and medium-sized enterprises can deal with internationalization

October the 21st 11:00CET

C2FUTURE

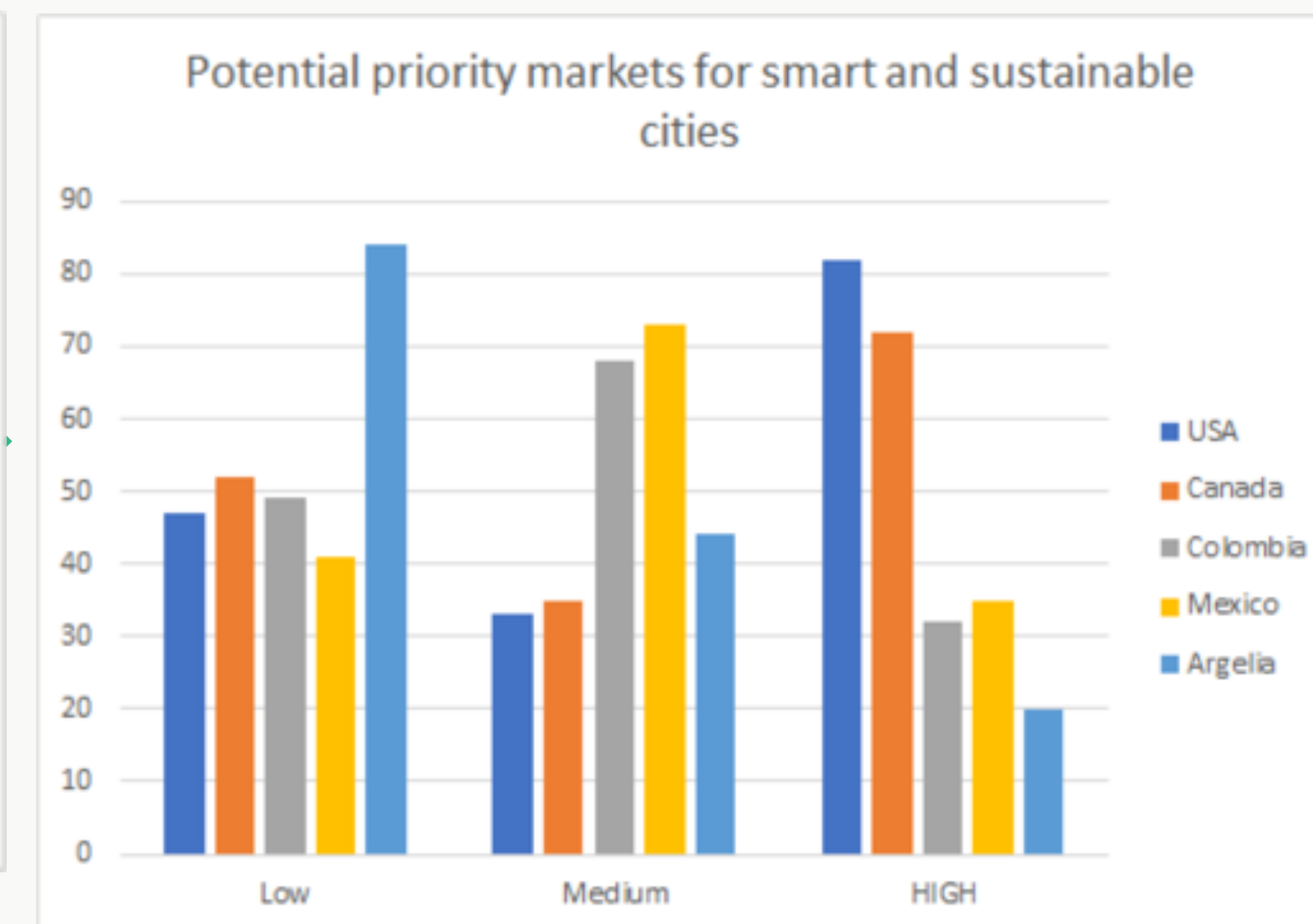
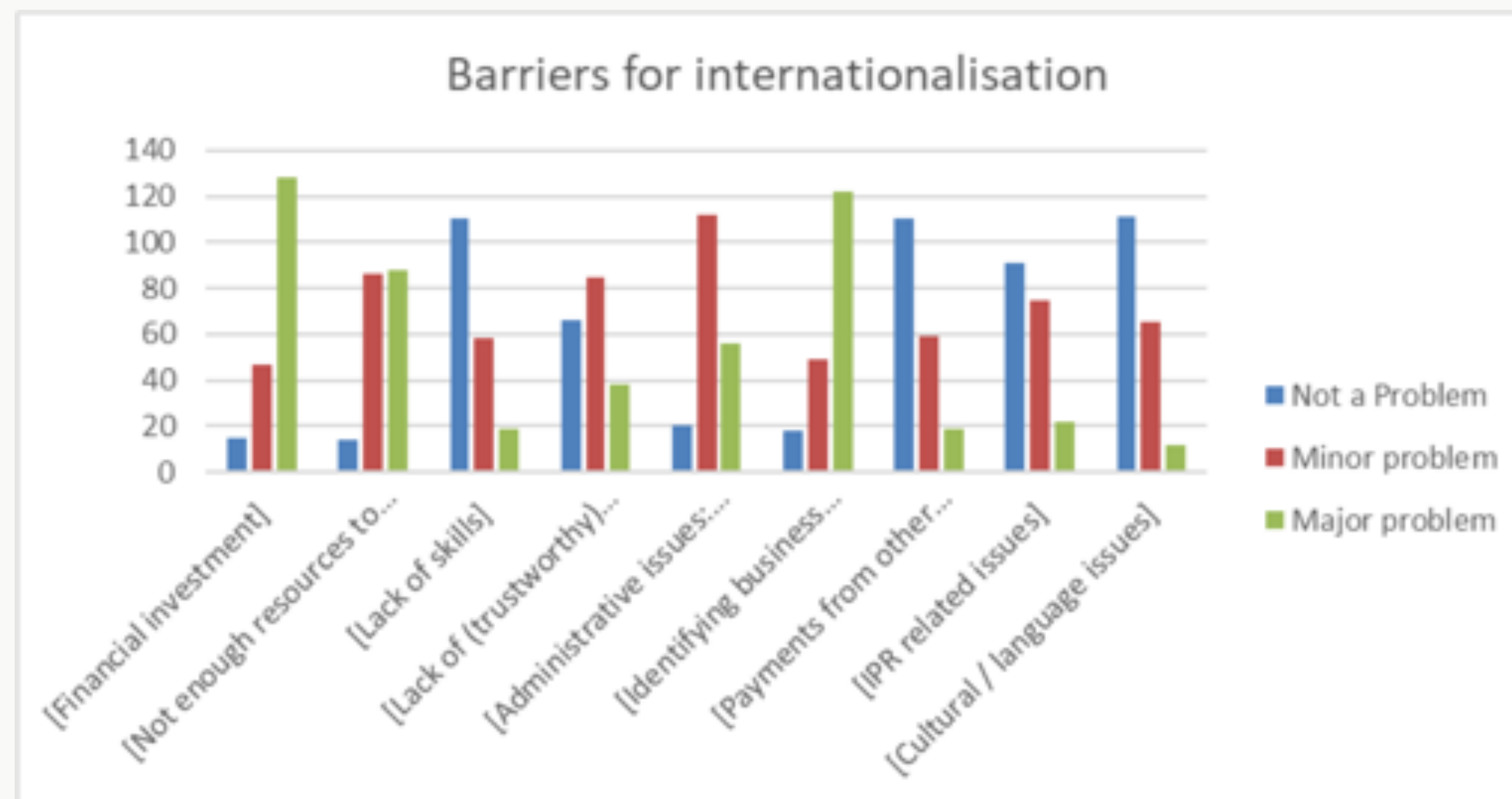
- ✓ European Strategic Cluster Partnership C2FUTURE
- ✓ Main objective is to create favorable opportunities for the development of new products and services and the internationalization of SMEs in markets beyond Europe
- ✓ Smart Cities Focus
- ✓ 6 Clusters, representing more than 400 companies
- ✓ ICT, mobility, construction and environmental technologies
- ✓ 5 Countries (Bulgaria, Greece, Italy, Serbia and Spain)
- ✓ Target Markets: USA, Colombia, Mexico, Canada and Algeria

C2FUTURE



C2Future activities in Support SMEs internationalization

- ✓ Mapping the competences and identifying the interest, needs and challenges of SMEs to go on foreign markets



Working groups

- 6 clusters together with facilitator and internationalization experts from the 5 target markets
- Sharing knowledge, needs and generating project ideas beneficial to companies
- Identified possible technological niches, areas of complementarities and opportunities for collaboration
- Market intelligence gathering on the target Markets



<https://sekee.online/>

UPCOMING!

- IPR protection on international level
- Relationship Building and Communication Skills

Join at
slido.com
#C2F



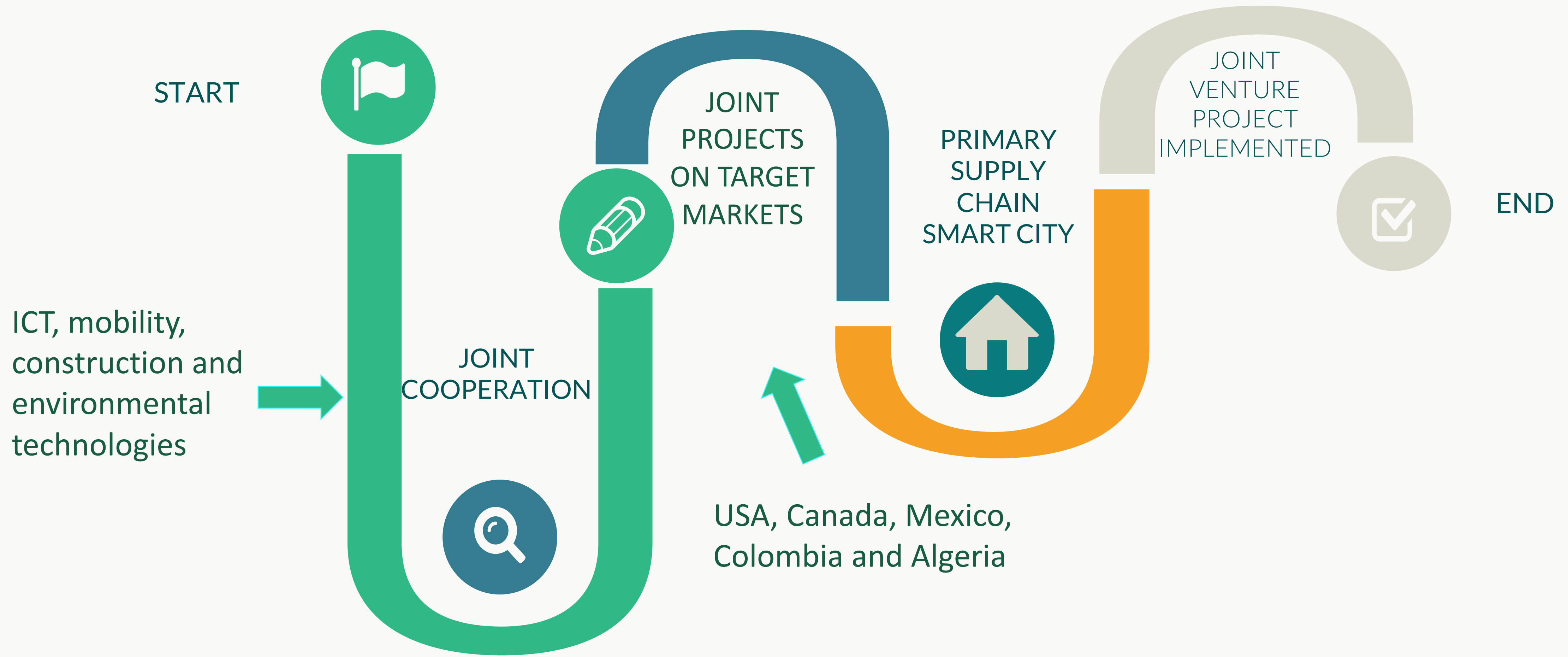
Support companies to build collaborations

- ✓ Participation in Matchmaking events >> the next one will be in November within Smart Manufacturing Matchmaking 2021 (<https://spin.srl/smm2021/>)
- ✓ Support for cooperation with companies and organizations on EU level and target Markets beyond Europe
- ✓ Visibility of the companies, their products and services
- ✓ Participation in conferences, trainings and matchmaking events with target markets

Strategy and Roadmap for Internationalization

- Analysis of the target markets – in depth analysis available for SMEs on the opportunities, market size, technological and market trends, technological niches, channels for ease entering this markets
- Identification of potential partners and local players
- Identification of potential events and trade missions
- Strategy for internationalization
- Internationalization roadmap and financial plan

Implementation actions



Find us here:

<https://clustercollaboration.eu/content/clusters-cities-future>



<https://www.facebook.com/C2FutureClustersCityFuture>



<https://www.linkedin.com/company/clusters-for-cities-of-the-future>



https://twitter.com/future_c2



<https://www.youtube.com/channel/UCBQqIALXYdALdL84UPorFRKw>



Advanced and effective environmental management



Sustainable and efficient primary sector



Nature and Biodiversity monitoring and management



Sustainable cities



Control of environmental risks and impacts

Basque Environment 4.0



Basque Environment 4.0



No. 1
Data collection

No. 2
Data storage and
analysis

No. 3
Management and planning tools

Sustainable and efficient primary sector

Sustainable and efficient primary sector



No. 1
Crop monitoring, predictive irrigation, and fertilization modelling

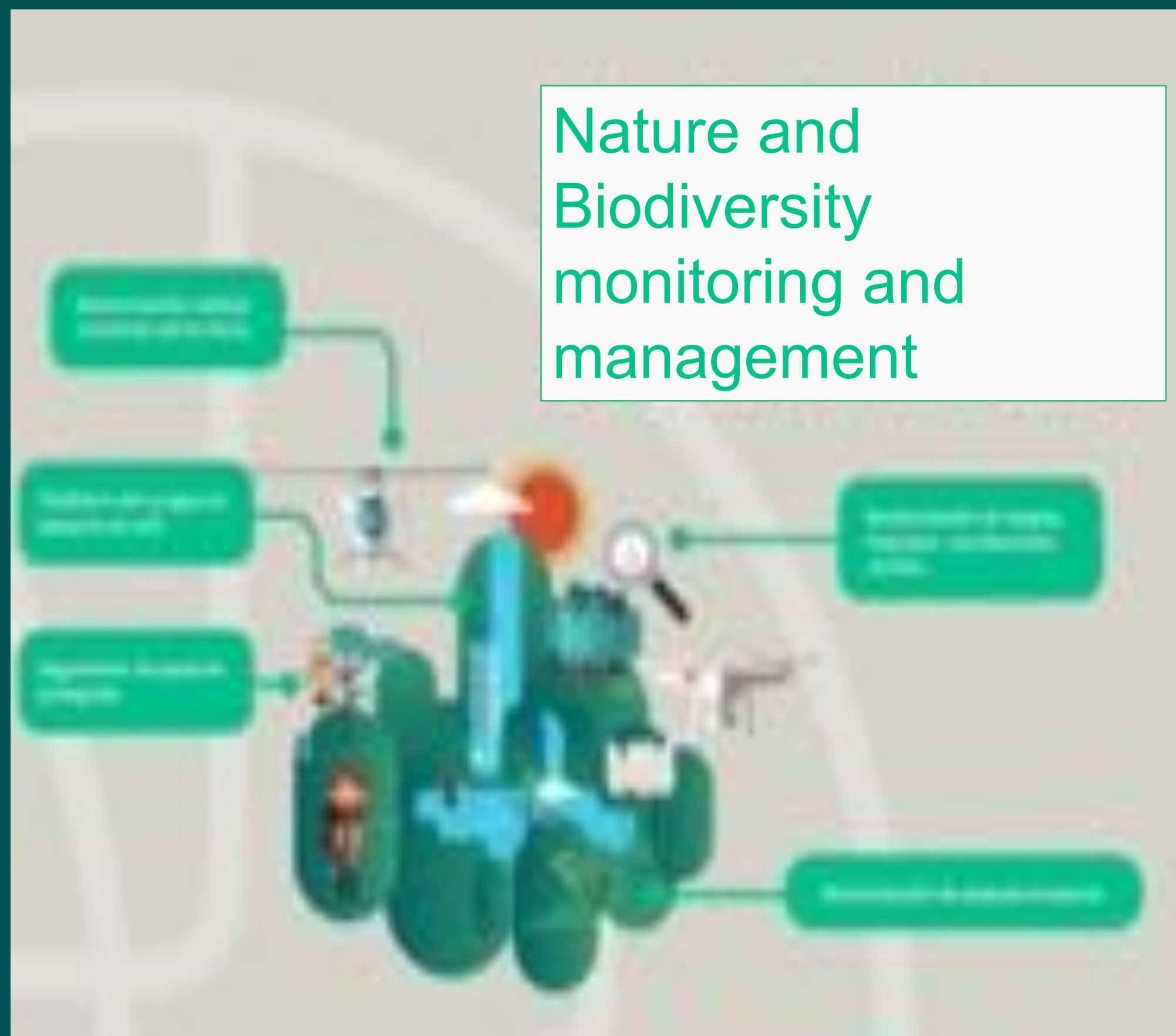
No.2
Crop growth monitoring

No. 3
Pest prediction and management

No. 4 Soil quality analysis

Nature and Biodiversity monitoring and management

Nature and Biodiversity monitoring and management



No. 1 - Monitoring the environmental quality of the territory

No. 2 - Air and water quality in recreational areas

No. 3 - Monitoring of protected species

No. 4 - Monitoring of risks, fires, floods, spills, etc.

No. 5 - Monitoring of alien species

Sustainable cities



No. 1 - Monitoring and management of water cycle

No. 2 - Energy efficiency

No. 3 - Waste management

No. 4 - Air quality monitoring

Control of environmental risks and impacts



No.1
Real-time monitoring of impacts (air, water) in industry, construction sites, extractive sector. risk warning to avoid incidents

No. 2
Incident prediction and analysis. Identification of critical impact areas. Analysis of corrective measures.



The Lombardy Mobility Cluster is one of the 9 technological clusters recognized by the Lombardy Region, of which it is an institutional interlocutor for research and innovation; it oversees the automotive, boating, railway, and intermodal sectors (transport and infrastructure) which involve more than 60.000 people and 21 billions euro turnover in Lombardy.

Main activities are:

- support, definition and updating in the regional innovation policies
- promotion activities for the Lombardy supply chain
- mobility Lombardy observatory
- networking
- collaboration across the Europe
- research and innovation project
- dissemination and divulgation activities

79 partners:

- 8 trade associations
- 23 big enterprises
- 44 SMEs
- 4 universities/research centers



Automotive



Waterborne



Railway



Intelligent
Transport
system

MAIN ACTIVITIES



Electric Mobility




Innovative materials



Intermodality, Co-modality and Logistics



BUSINESS DEVELOPMENT



Sustainable mobility



Sport



Mass Reduction of Vehicles



Metane/Biomethane and hydrogen



Public Transport



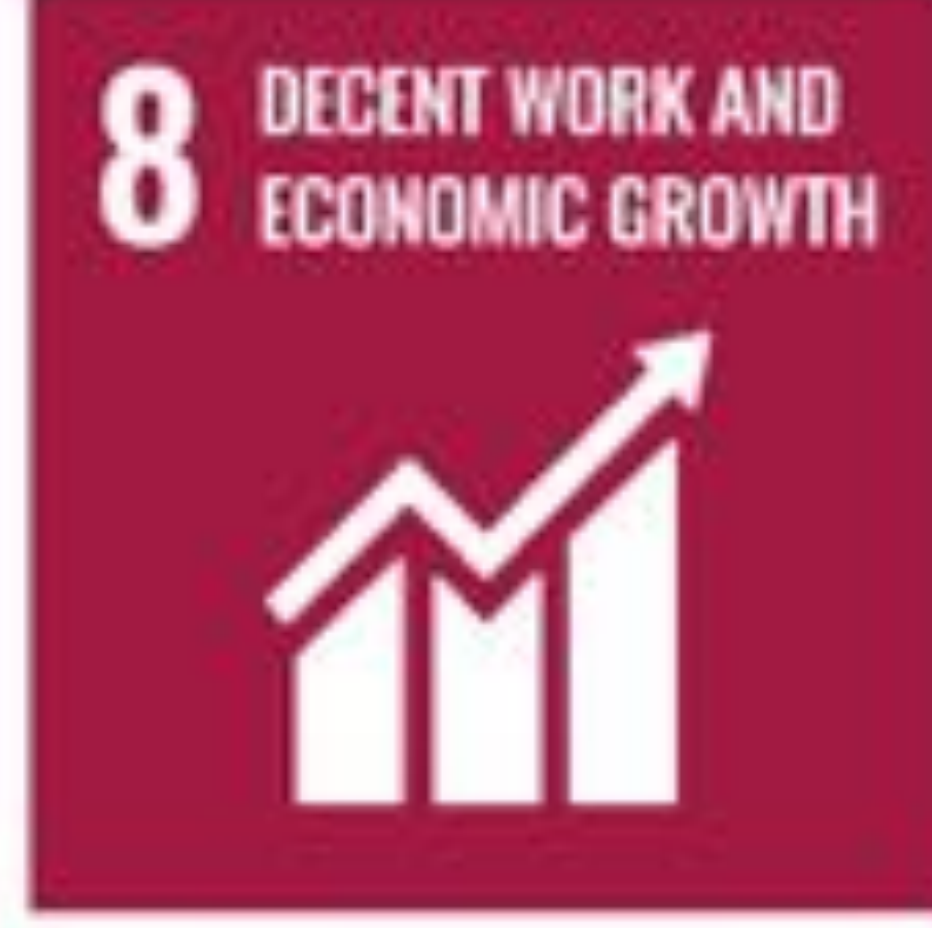
On-board Sensors & Connected vehicles

INTERNATIONAL NETWORK

- ❖ EUSALP 
- ❖ Four Motors of Europe 
- ❖ C2Future 

- ❖ ech2a 

ONU AGENDA 2030: 7 SDGS CHOSEN



CLM MISSION

Promoting and facilitating the development of the competitiveness of the Lombardy mobility industry, through the pre-competitive research and innovation with a view to "smart specialization" and the identification of the most promising global business: SCENARIOS, TRENDS, OPPORTUNITIES TO MEET PLAYERS

Within the CLM, 8 Thematic Groups have been created, with the aim of deepening aspects and/or issues of particular interest to the sector, also thanks to the involvement of subjects with specific competences. The initial aim of the TGs is to measure the existing competences and to propose innovative projects at regional, national and Community level:

1. BUSINESS DEVELOPMENT
2. LIGHTWEIGHT
3. SUSTAINABLE ENVIRONMENT
4. SENSORS AND CONNECTED VEICLES
5. SAFETY
6. MATERIALS
7. SPORT
8. INTERMODALITY

SCENARIO: TECHNOLOGY IN MOBILITY

The future will reserve us a plurality of tractions
(Performance – Environmental Impacts – TCO):

Electrical/electrified
Methane/Biomethane
Hydrogen

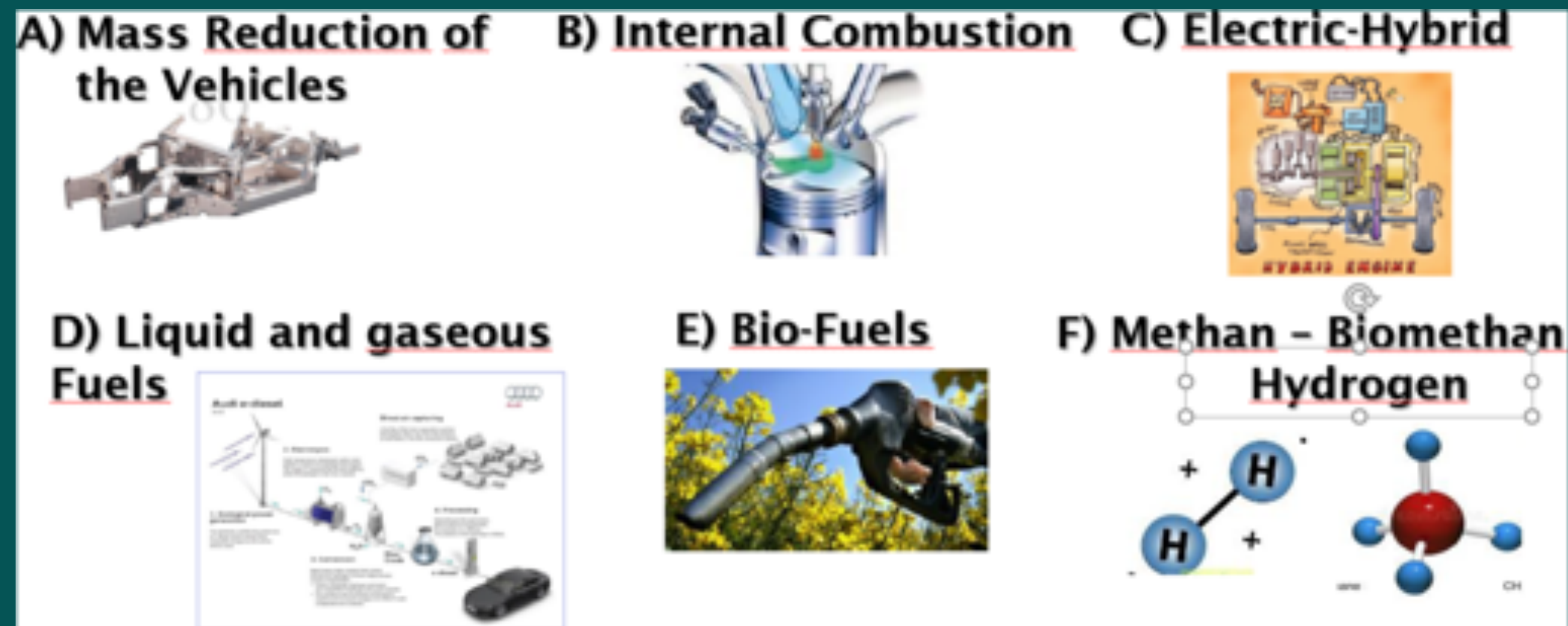
Renewable Sources

Evolved ICE

Technological neutrality

Balanced resources allocation

...”FIT FOR 55”, THE ECONOMIC STORM IS COMING...



SOME OF OUR ASSOCIATES





CLUSTER FOR
**DIGITAL
TRANSFORMATION &
INNOVATION**

Cluster for Digital Transformation and Innovations is founded in 2008

DTI Cluster Bulgaria

- Supports digital transformation of Bulgarian industry and society;
- Supports ICT SME growth and competitiveness;
- Boosts technology transfer, Innovations and R&D development;
- Facilitate new global business opportunities;

Part of Bulgarian ICT Society

10 Clusters and ICT Organizations
280 SMEs
6 universities/research centers
Digital Innovation Hub

Members of the Cluster are technology companies and manufacturing SMEs



Smart Manufacturing



Smart Cities



Intelligent Transport



Technology and
Service providers

- Internet of Things
- Cyber security
- Big data
- Cloud computing
- Waste management and Smart Building solutions
- Design, development and maintenance of complex telecommunication networks
- Telecom systems & networks for audio, voice, data transmission;
- Micro- and nanoelectronics;
- Embedded systems;
- Power supply devices and converters;
- Security systems, access control and fire alarm systems;
- Software products and applications;
- Artificial Intelligence



Manufacturing companies



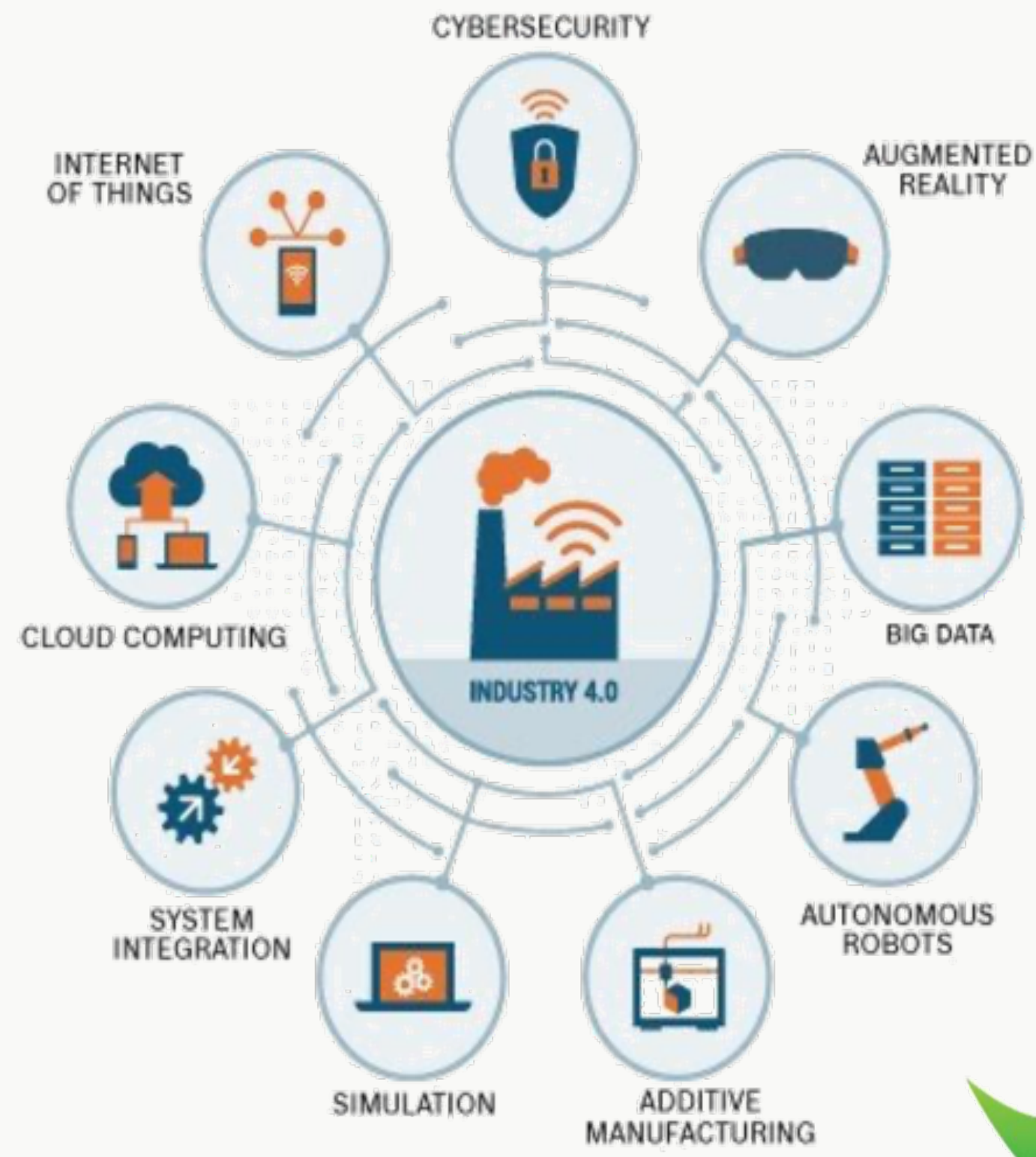
Transport



Construction



CLUSTER FOR DIGITAL TRANSFORMATION & INNOVATION





CLUSTER FOR
**DIGITAL
TRANSFORMATION &
INNOVATION**



Meaningful experience, knowledge and networks for supporting SMEs internationalization and digital transformation





The Green HoMe innovation hub promotes the affirmation of sustainable building with new technological solutions to design, build and use Mediterranean housing and for the exploitation and outward projection of natural, entrepreneurial and research resources available at a regional level.



Hemp in bulding



Multifunction
facades



Building waste
recovery



Calabrian
wood



Smart
building

Innovative business model-good practice

A smart “distributed” factory for the production of building powders / drymix:

Personal Factory
new business model

In this sector, a virtuous example is the **Personal Factory** company (www.personalfactory.eu/en/ an Italian scale-up based in Calabria) which processes powders used in construction (microcement to tile glue, passing through gypsum-based smoothing, self-leveling, restoration mortar).

Personal Factory uses local raw materials, avoiding transport costs over long distances and adapting to the local market. This business model is proposed for all its customers, in fact Personal Factory is able to guarantee support for the entire supply chain, promoting Just in Time Products.

Waste recovery

Waste recovery from demolition and restructuring for beach nourishment



- On larger building sites, there is a tendency to separate the dangerous fraction of waste, the ferrous fraction and sometimes even the wood fraction
- it is necessary to spread good management practices, to promote technological developments to improve the materials characteristics to be recycled
- alternative form of recovery and recycling of demolition waste relates to the beach nourishment

Hemp in building

Production of components with hemp and natural fibers



- The use of natural fibres in construction is one of the current trends for sustainable, high-performance and eco-friendly solutions in construction
- the hemp - This material can contribute significantly to the development of housing models suited to the Mediterranean climate, typical of the Southern Italy regions, where the energy demand for cooling is often higher than the heating demand
- The development of a hemp supply chain can therefore favor the production of panels to be used as closing elements of the building envelope and as partitions of the interior space

Multifunctional innovative facade systems



Building requalification with innovative facade systems

- Provide easily actionable solutions that can convert old energy-intensive buildings into buildings with innovative features and low energy consumption
- non-invasive interventions for the building occupants, who will be able to continue to use the internal spaces even during the redevelopment works
- confer new aesthetic quality to buildings (no aesthetic disfigurement caused by modern air conditioning systems, etc.)
- solve the inevitable problems of materials degradation linked to the building envelope,

Smart building

Smart building solutions for comfort and energy saving

By making use of the information available from the sensors used on a wide range about the functioning of the building and its internal space, it is possible to offer the occupants an unprecedented view of the building performance: systems optimization during the hours of occupation using data in real-time, also paying attention to the privacy rights of building owners and occupants. It is essential to introduce a building automation and control system in order to increase awareness of their use and potential

The combination of equipment and control systems is fundamental to standardize the planned energy performance and that actually achieved (for example BIM processes)





- ICT Network is an association of companies, individuals, academic and research institutions devoted to the development of ICT sector in Serbia.
- It was established in 2010 by the merger of two former cluster initiatives, Serbian Software Cluster and Embedded.rs.
- Bottom up initiative



Networking



Projects



Internationalization



Digital
transformation

Cluster in numbers

11

years

33

members

25

Startups

23

projects

17

events

1 of the 6 best clusters in Serbia
(according to INTER)



- Germany
- Scandinavian countries
- China
- WB6

Partners and networks



Cluster is part of numerous national and international networks. In our work, we promote networking and joint cooperation and membership in such organizations enable better access to information for cluster and its members, facilitates the search for partners at home and abroad, increase visibility and effect on competitiveness of the whole region



Examples of internationalization



- By the initiative of the members in previous period cluster targeted certain markets and organize promotion of member
- Germany, Austria, Sweden and Ireland
- We organized 2 study tours, 5 B2B events and provide participation on the major conferences
- Internationalization projects: MODUS, SEE IT, Digitalization Path, C2Future



The Hellenic Association of Mobile Applications Companies (**ΣΕΚΕΕ-HAMAC**), represents a vibrant sector of more than 80 high-tech companies whose activities include the development of added value mobile applications, the provision of added value services for telecommunication providers, the provision of innovative communication, content and application services.



24/7 Creation

Παράγουμε αξία και καινοτομία κάθε στιγμή



Coaching

We train and advise our members



Developers

We are solution producers, not integrators



Any Mobile

More than traditional mobility



Visibility

We offer infrastructure for our members



Mentoring

We share experiences and prospects

ACTIVITIES

Activities range from the development of applications aimed at end users and services to telecommunications providers, to the provision of innovative communication services, content and applications, mobile marketing, etc.

The industry is perhaps the fastest growing in Greece, with an increasing contribution to national GDP. It has a strong technological base and is based on Research and Technological Development, as it combines emerging and diverse technologies. SEKEE's members have the opportunity to bring the new wave of innovation to the global level and to contribute to the development of entrepreneurship, the market and competitiveness, while also having a social impact.

- International events
- International networks
- International projects

GOALS

- The cultivation and development of a spirit of creative cooperation and solidarity between its members and the promotion of synergies between them.
- The promotion of collaborations between its members and similar companies / associations abroad.
- The upgrade and promotion, through specific actions and actions, of the companies in the sector and the positive contribution to the course of the country towards innovation and extroversion.
- The submission of specialized business plans and proposals to government services and agencies, in order to achieve the gradual and smooth development of its members.
- The organization of educational and training seminars and conferences, to upgrade the administrative and technical knowledge of its members.
- The monitoring, research and study of every issue that concerns the industry at scientific, technical, financial and educational level and the information of its members accordingly.
- Promoting and defending the interests of its members and supporting and coordinating any action to fulfill this purpose.
- The representation of the industry at local, national and international level, as well as the presence at national and international events (exhibitions, press).

MEMBERS

SEKEE represents a vibrant sector of more than 80 companies participating, which comprise approx. 90% of the total domestic turnover of mobile industry, provide employment to more than 4.000 people, including one thousand professionals of the highest academic education. Additionally, the members of the association collect more than 400M€ turnover and have presence in more than 40 countries. Some of these companies are already expanded and distinguished as worldwide leaders in the mobile services market, provide services to the largest telecom operators globally, are listed on Stock Markets of London LSE/AIM and achieve substantial growth both in national and international level.



MEMBERS



Contact Us



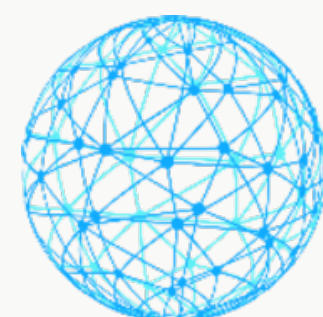
aclima
Basque Environment Cluster



<https://aclima.eus/>



<https://www.clusterlombardomobilita.it/>



CLUSTER FOR
**DIGITAL
TRANSFORMATION &
INNOVATION**

<http://www.ictcluster.bg/>



<https://www.greenhomescarl.it/>



<https://www.ict-net.com/>



<https://www.sekee.gr/>



Co-funded by the COSME programme
of the European Union

Social Media

Facebook

<https://www.facebook.com/C2FutureClustersCityFuture>

LinkedIn

<https://www.linkedin.com/company/clusters-for-cities-of-the-future/>

Twitter

https://twitter.com/future_c2



THANK YOU



C2Future

Clusters for the City
of the Future

C2Future C2World

How small and medium-sized enterprises can deal with internationalization

October the 21st 11:00CET



The state of US – Italy Relations

Paolo Ceresa
C2FUTURE C2WORLD
21 october 2021



Agenda

AmCham Italy

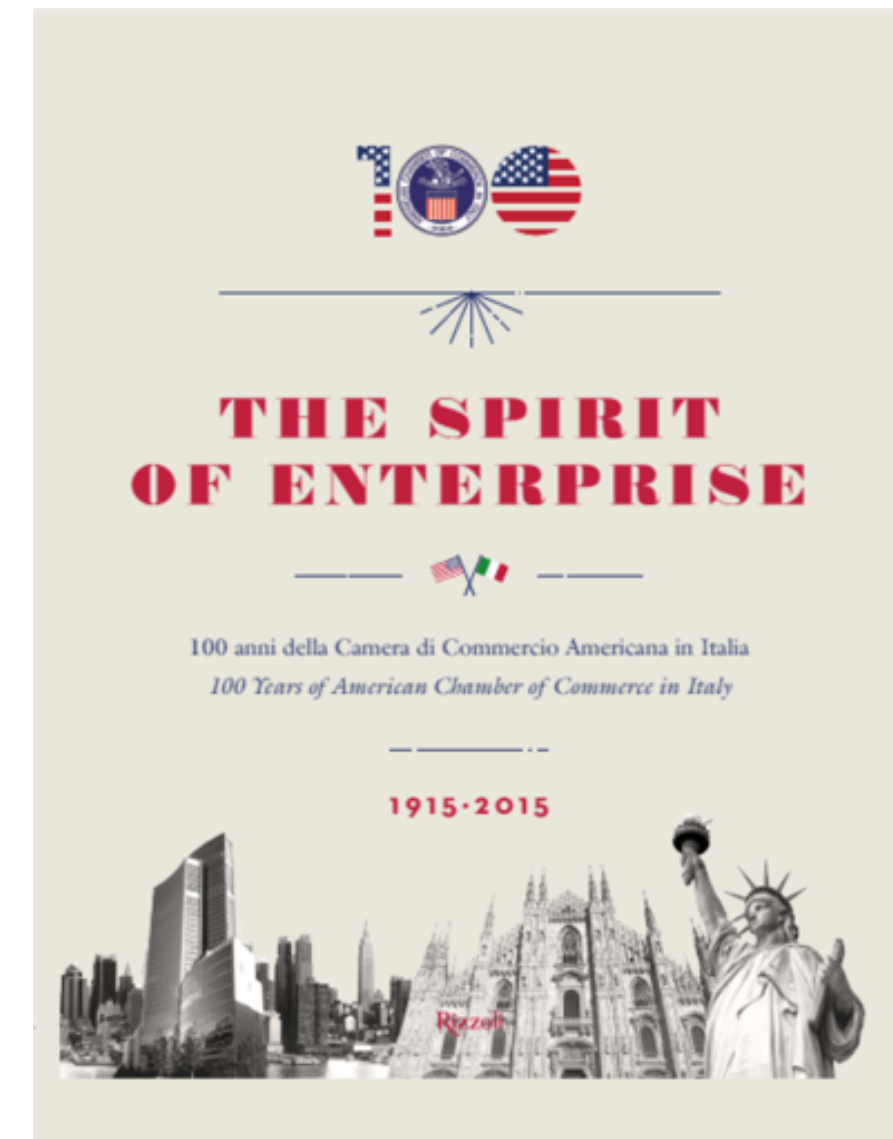
US - Italy Economic Relations

Doing business in the US



American Chamber of Commerce in Italy

- ✓ American Chamber of Commerce in Italy (AmCham) is a private, non-profit making organization founded on April 13, 1915 in Milan
- ✓ It is affiliated with the US Chamber of Commerce in Washington D.C., US Confederation, which includes more than three million companies and it is one of the 117 AmChams in 103 countries worldwide
- ✓ The Ambassador of the United States to Italy Lewis M. Eisenberg and the Ambassador of Italy to the United States Armando Varricchio are elected Honorary Presidents of AmCham and hold office until the end of their term
- ✓ It is founding partner of the European Council of American Chambers of Commerce in Brussels, which is an organization that protects free trade between the European Union and the United States of America



Mission

Since 1915, AmCham, US “Confindustria” in Italy, develops and fosters...

Economic relations

Commercial relations

Political relations

**Between
Italy and
the USA**



AmCham promotes and protects the interests of its Members through advocacy activities and encourages a better transatlantic cooperation



AmCham Italy at a glance

500+
members

2% of GDP
represented by
our Members

10% Members
ranking the
Fortune
Global 500

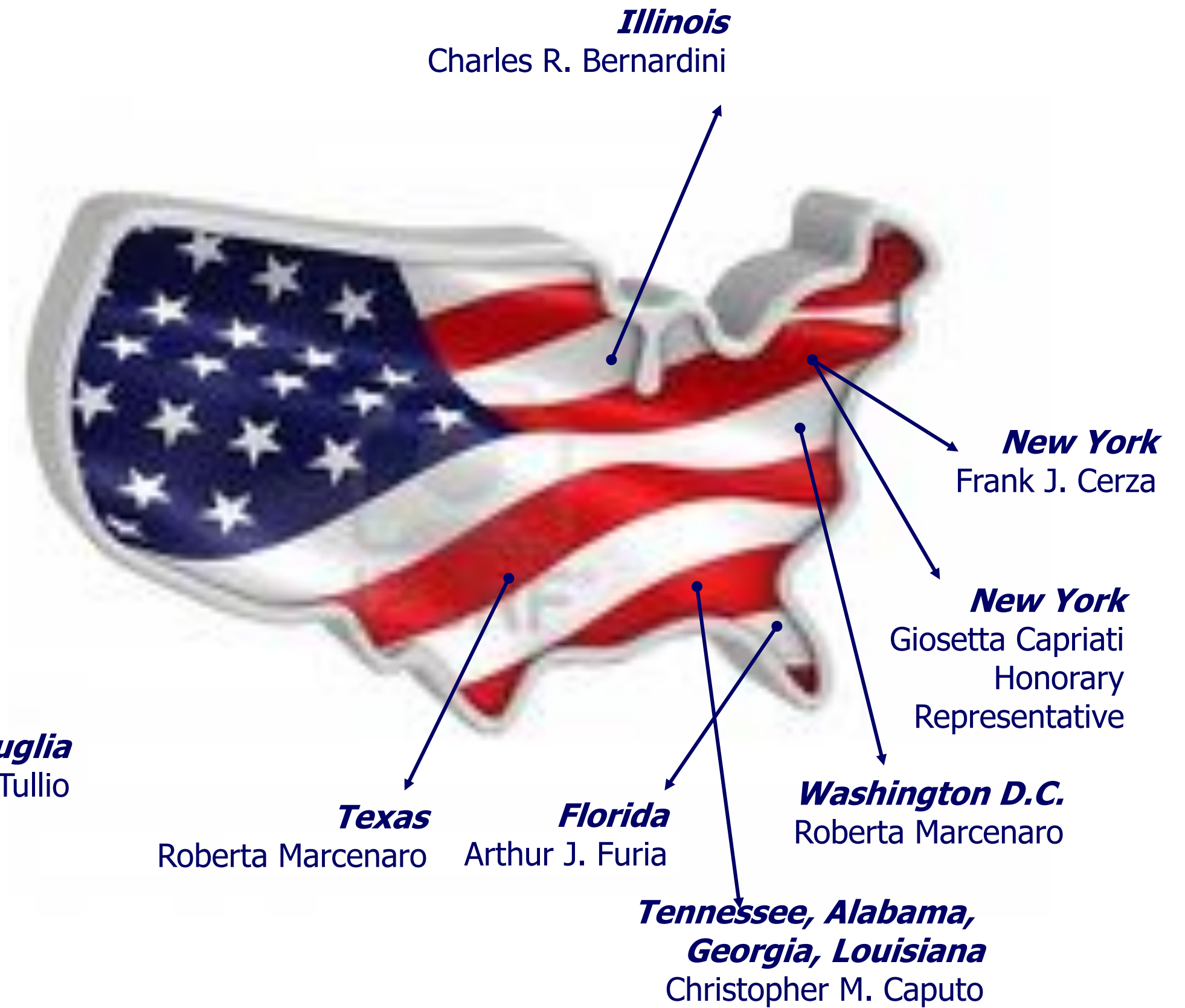
50
Average annual events

200+
Companies involved in
our 5 Committees and
12 Working Groups

30
Average annual
business requests



Local Representatives/1



Activities



Acting as an intermediary between companies and institutions to make sure that issues reach the proper decision-makers: it is easier to protect your interests when your voice is heard!

Creating the opportunity to share experiences and to meet new partners: network empowers business and is the key to success!

Supporting business' growth through the expansion of transatlantic trade relations





Business Services



AmCham Italy's Business Services

AmCham Italy provides 360° support to Italian companies that intend to expand into the US market by providing their expertise and relationships

Target Scouting

Writing a report that, according to the company member's recommendations, identifies the targets for a potential acquisition or JV

Incentive Analysis

Analysis of incentive programs made available by 50 US states to identify the best ones for the investment project + personal cost analysis and utilities

Selection Analysis

Support in locating the most suitable location for M&A, JV or opening a branch, a commercial office, or a storage store

Business Matching

Identify potential partners to support the company's expansion in the US market, according to the company target's profile

Standards

Analysis and Procedures for Certifications and Authorizations for Importing Products in USA (FDA, TTB, USDA, UL, ASME, etc.)

Stakeholder Outreach

Development of relations with American institutions and intelligence activities for Italian investors who are making an investment



Agenda

AmCham Italy

The economic transatlantic relations

Doing business in the US

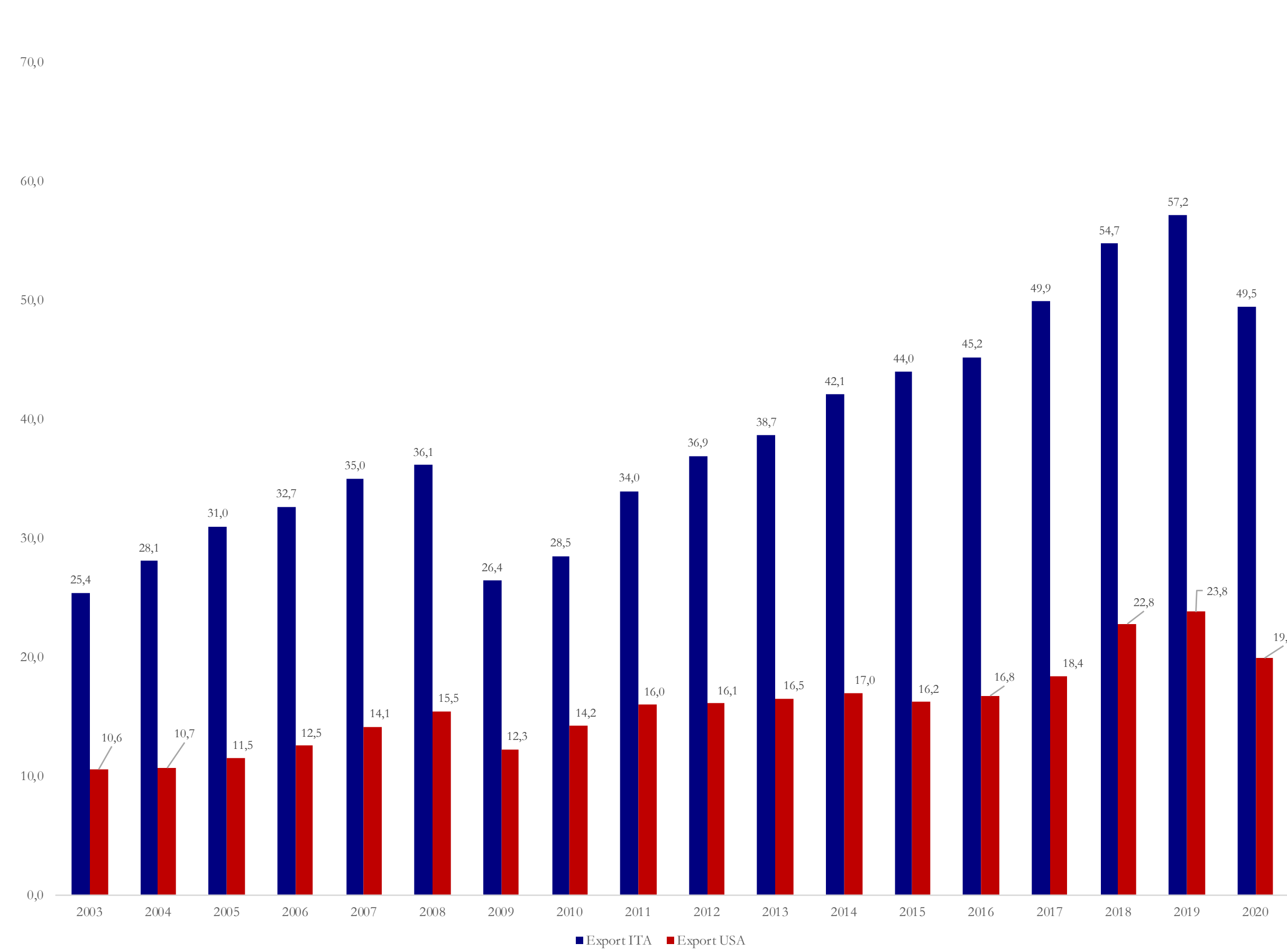


The Value of the US GDP



Fonte: AEI su dati Bureau of Economic Analysis e IMF

The business relations between Italy and the US are still excellent, despite the drop in 2020



- From 2003 to 2020, Italian export grew by **94,6%**
- From 2003 to 2020, American export grew by **88,6%**
- The American market is the #1 non-European destination for Italian products, the # 3 globally after Germany and France
- Despite the pandemic, the decrease in Italian exports was only **13.5%** (-16.3% that of US exports)

Fonte: U.S. Census



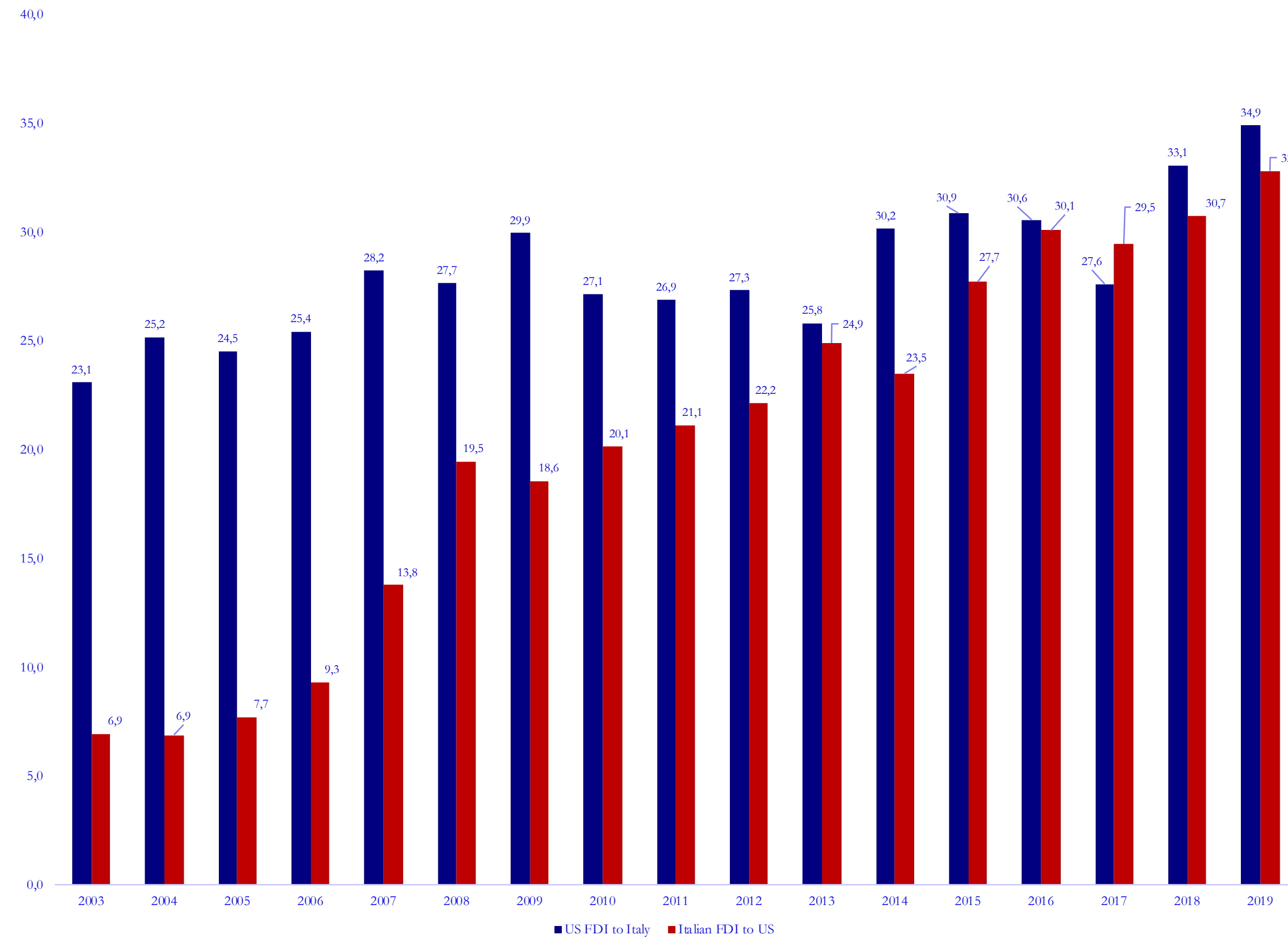
Export to the USA by region

Exports by Regions						
Ranking	2018		2017		2016	
	€ MLN	Quota (%)	€ MLN	Quota (%)	€ MLN	Quota (%)
Lombardia	9.907	23,6%	8.959	22,4%	7.959	21,8%
Emilia-Romagna	6.201	14,7%	5.781	14,4%	5.433	14,9%
Veneto	5.132	12,2%	4.920	12,3%	4.738	13,0%
Piemonte	4.330	10,3%	3.918	9,8%	3.780	10,4%
Toscana	3.823	9,1%	3.488	8,7%	3.861	10,6%
Lazio	2.262	5,4%	3.443	8,6%	1.237	3,4%
Friuli	2.240	5,3%	2.012	5,0%	2.294	6,3%
Basilicata	1.700	4,0%	1.602	4,0%	1.907	5,2%
Campania	1.043	2,5%	954	2,4%	870	2,4%
Marche	822	2,0%	876	2,2%	752	2,1%
Liguria	745	1,8%	862	2,2%	348	1,0%
Puglia	713	1,7%	883	2,2%	803	2,2%
Sardegna	663	1,6%	192	0,5%	148	0,4%
Sicilia	662	1,6%	486	1,2%	487	1,3%
Trentino	623	1,5%	590	1,5%	549	1,5%
Abruzzo	499	1,2%	491	1,2%	469	1,3%
Umbria	374	0,9%	346	0,9%	376	1,0%
Molise	147	0,3%	43	0,1%	48	0,1%
Calabria	60	0,1%	63	0,2%	41	0,1%
Altro	55	0,1%	119	0,3%	370	1,0%
Valle d'Aosta	45	0,1%	41	0,1%	17	0,0%
Totale	42.045	100,0%	40.069	100,0%	36.489	100,0%



Fonte: Confindustria

The state of the FDI is positive, but there is still room for improvement



- From 2003 to 2019, US FDI to Italy grew by **51,1%**
- From 2003 to 2019, Italy FDI to the US grew by **372,5%**
- Despite the good numbers, Italy needs to attract more FDI to accelerate growth ...
- ... while Italian companies are rapidly growing in the US.

Fonte: Bureau of Economic Analysis



Italian companies have invested heavily in the US, but the difference with other European nations is still significant ...

#	FDI from Europe to USA	Total 2019 \$ BN	Total %
	Europe	2.871,4	100,0%
1	United Kingdom	505,1	17,6%
2	Netherlands	487,1	17,0%
3	Luxembourg	372,9	13,0%
4	Germany	300,4	10,5%
5	Switzerland	297,1	10,3%
6	France	282,2	9,8%
7	Ireland	225,5	7,9%
8	Belgium	86,8	3,0%
9	Spain	65,9	2,3%
10	Sweden	52,7	1,8%
11	Italy	32,8	1,1%
12	Norway	24,2	0,8%

- Italian companies invest less than 1/9 of the German and less than 1/8 of the French ones
- Italian companies must accelerate their internationalization process to increase their global competitiveness
- Size remains a key issue with respect to other European competitors

Fonte: Bureau of Economic Analysis



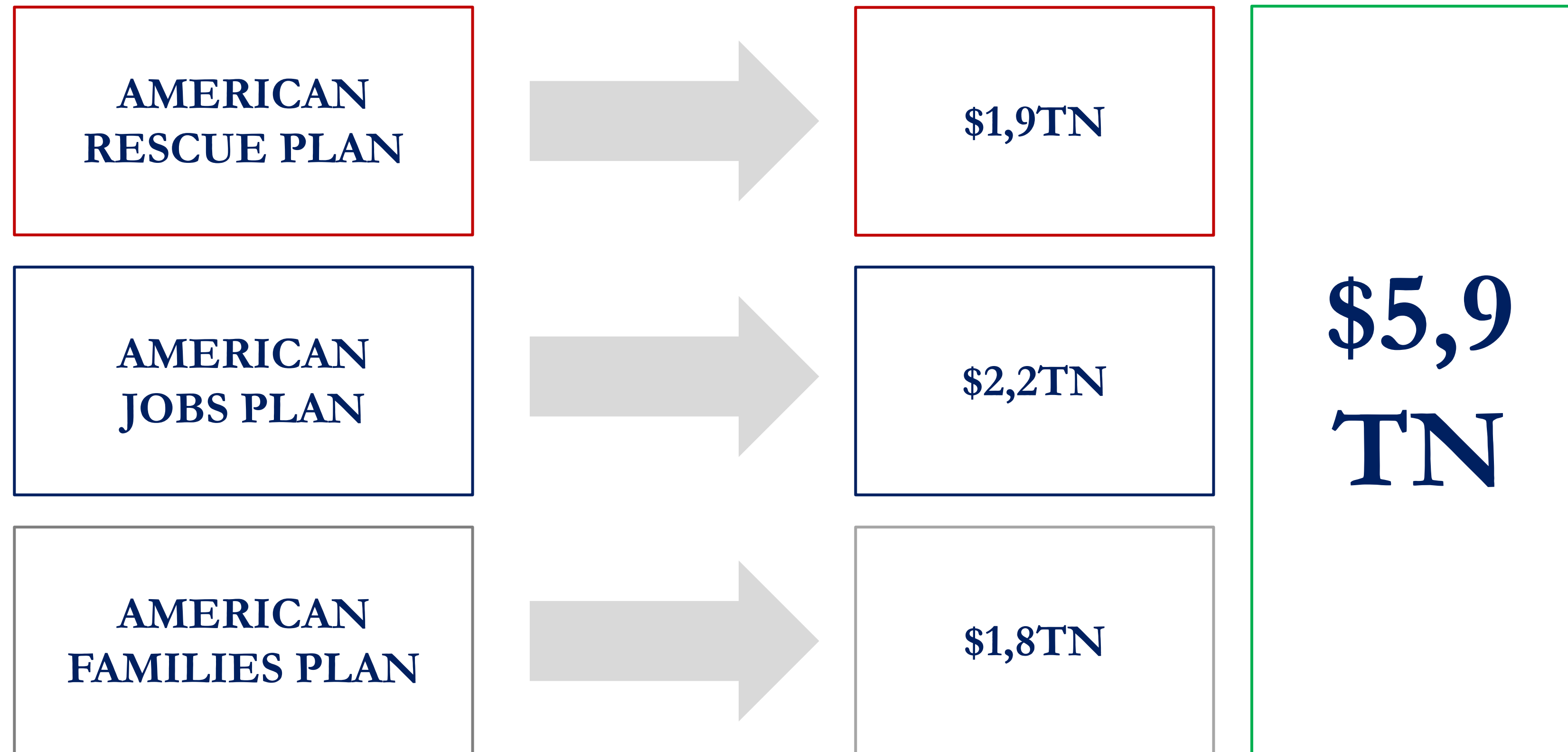
... nevertheless, the transatlantic value is strong and growing



Fonte: AmCham Italy su dati Bureau of Economic Analysis, market intelligence



The economic choices of the Biden Administration offer many opportunities for Italian companies ...



Fonti: White House, Wall Street Journal, New York Times



Agenda

AmCham Italy

The economic transatlantic relations

Doing business in the US



Export – Golden Rules

- 1 Catalogues in English
- 2 Business Plan: staff, time and money
- 3 Complex market: 50 in 1
- 4 Regulations (UL, FDA, USDA, ASME) + customs
- 5 Cluster
- 6 Research importers/distributors
- 7 Value proposition: *“Why should I buy yours?”*
- 8 Customer care & post-purchasing assistance
- 9 Respect the deadlines
- 10 Visas for frequent travel to the USA



Economic Development Organizations

- ✓ Each US State has one or more EDOs responsible for attracting FDI to the local territory
- ✓ States compete to attract investments, putting on the table incentives (mostly related to the number of jobs created), logistic assistance and site selection
- ✓ Case-by-case evaluation of investment projects
- ✓ The main types of incentives are:
 - **Tax credit** to encourage research projects, hiring employees, investments in economically depressed areas, etc.
 - **Grant & Loan**
 - **Tax exemption** on hiring employees, production machinery, R&D investments, utilities, etc.



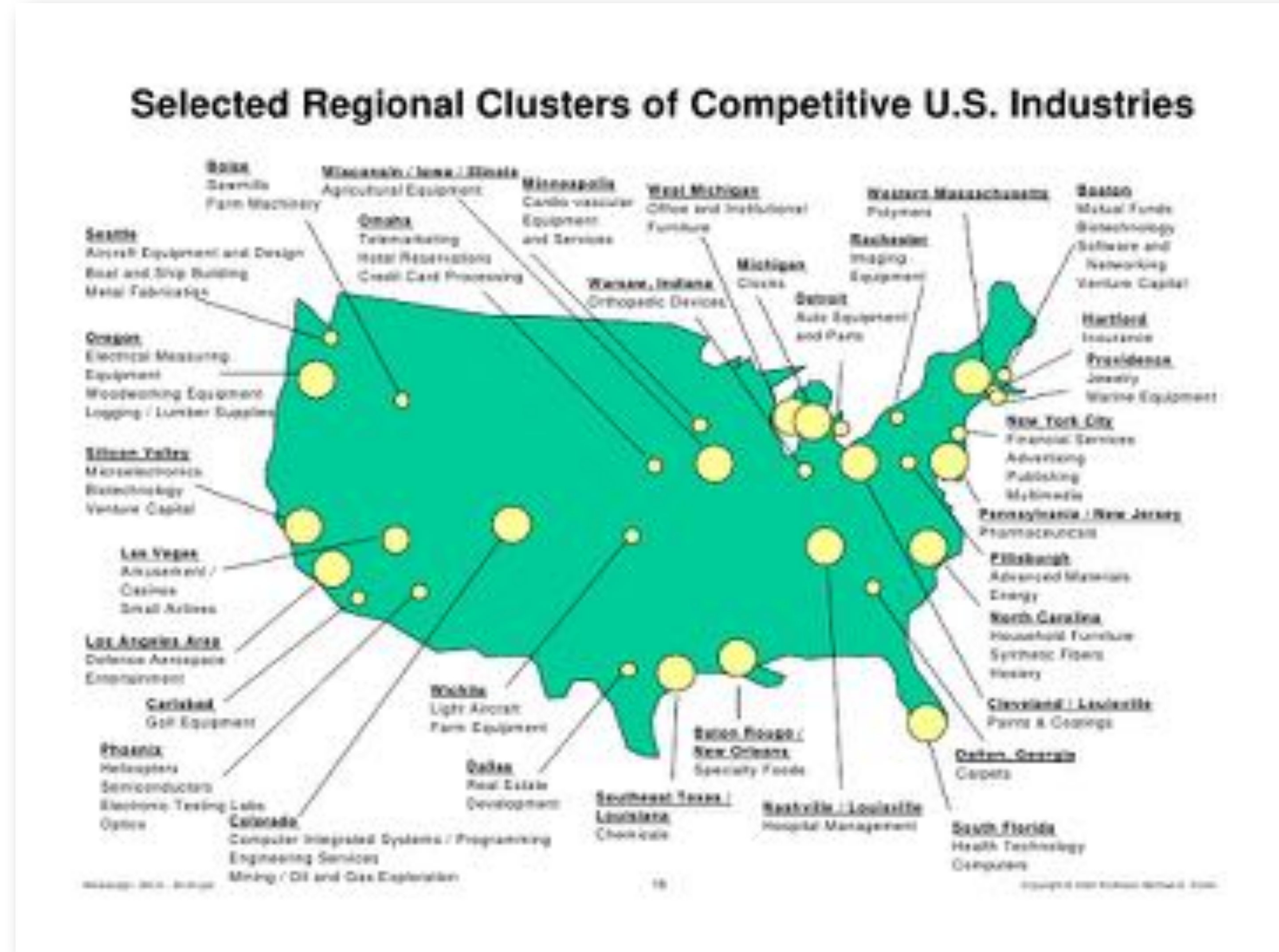
Incentives map



<http://selectusa.stateincentives.org/?referrer=selectusa>



Main Clusters Map



County Development Tier Designations

- ✓ The Department of Commerce analyzes every year the situation of the counties based on their economic well-being and assigns a tier designation :
 - The most depressed counties are designated as Tier 1;
 - The medium developed counties are designated as Tier 2;
 - The most advanced counties are designated as Tier 3.
- ✓ Below is the example of North Carolina:



- ✓ This tier system is incorporated into various state programs to encourage economic activity in less prosperous areas of the state



Doing Business in the USA: Visas

For those who wish to enter the USA for a period exceeding 3 months and will not have to move permanently (Immigrant Visa), here are the main types of visas:

B1/B2 – Business Vacation

These are visas for business and tourism. The B1 is dedicated to those travelling for business (conferences, visits to clients, etc.), the B2 to those traveling for tourism. These visas are valid for a stay no longer than 6 months.

E1/E2 – Treaty Trader/Treaty Investor

E1 allows you to enter the US only "to carry out a considerable trade", E2 visa allows holders to "exclusively develop and directly manage the activities of a company" in which one has invested. Potential investors can look for opportunities while travelling on a B1 visa or with an ESTA, but without being able to develop and manage the company. Multi-year validity, with the possibility of renewal.

H1/H2A/H2B/H3/L – Temporary Work

These visas provide for the temporary transfer of workers from an Italian company to an American company, whether it is a subsidiary of the Italian company or not: H1 - highly skilled workers; H2A - agricultural workers; H2B - non-agricultural workers with seasonal or temporary contracts; H3 - for academic or medical training; L - for a person transferred within the same company with managerial or highly specialized duties. General validity of 3 years, renewable for another 2 if approved by the Immigration Office.

J – Student Exchange

The exchange-visit program J is aimed at promoting exchanges between people with special skills in the fields of education, arts and sciences. Validity for the agreed study period.





Grazie!

amcham.it





C2Future

Clusters for the City
of the Future

C2Future C2World

How small and medium-sized enterprises can deal with internationalization

October the 21st 11:00CET



Canada in a Nutshell



The Key Assets



EU-Canada Trade



Opportunities in High Tech Sectors



Final Recommendations

“C2Future C2World”

Target Canada

21 ottobre, 2021



Co-funded by the COSME programme
of the European Union



CLM
Cluster Lombardo della Mobilità
Lombardy Mobility Cluster

Canada in a nutshell: overview

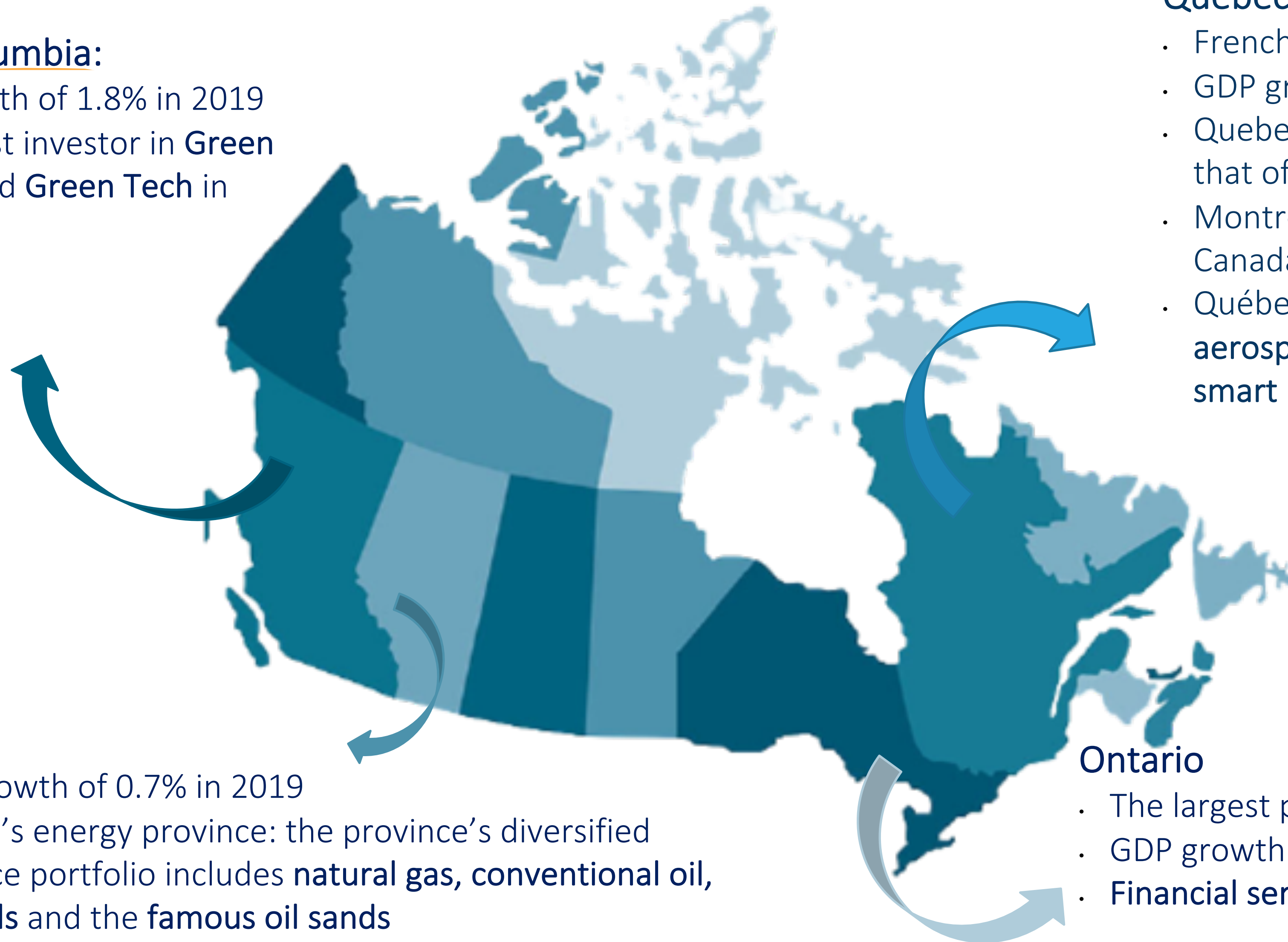


- Population: 37.3 million
- The largest country after Russia
- Two official languages: English and French
- Federal country: 10 provinces and 3 territories
- SMEs (98% out of the total)
- 3/4 of employment in the service industry
- Leadership in High Tech sectors
- One country, multiple markets

Canada in a nutshell: One country, multiple markets

British Columbia:

- GDP growth of 1.8% in 2019
- The largest investor in **Green Energy** and **Green Tech** in Canada



Alberta:

- GDP growth of 0.7% in 2019
- Canada's energy province: the province's diversified resource portfolio includes **natural gas**, **conventional oil**, **minerals** and the **famous oil sands**

Québec

- French-speaking province
- GDP growth of 2.5% in 2019
- Quebec's real GDP growth in Quebec surpasses that of Canada for the second consecutive year
- Montréal is the leading metropolitan city in Canada, with a GDP growth of 3.0% (2019)
- Québec is Canada's leader in **AI**, **life sciences**, **aerospace**, **green tech** and **circular economy**, **smart mobility**

Ontario

- The largest province in terms of population
- GDP growth of 1.8% in 2019
- **Financial services** center of the country

The key-assets: facilitating business environment



Canada ranks first in the G7 for potential investment
(Global Investment Index)



G7 country for the lowest tax rates on corporate
investments (OECD)



Public investment and strong *partnership* between
public and private sectors



Leading G7 and G20 country for “ease of doing
business” for the next five years (Economist
Intelligence Unit)

The key-assets: open to international trade



Trade Balance: Canada (Millions of \$ Canadian)				
		2019	2020	% Change 2020/2019
Total EU	Total Exports	28,506	27,945	-1,97%
	Total Imports	68,211	59,917	-12,16%
	Trade Balance	-39,705	-31,972	19,47%
		2020	2021	% Change year-to-date
Total EU	Total Exports	28,492	30,185	5.9%
	Total Imports	43,989	50,109	13.9%
	Trade Balance	-15,497	-19,924	-28.6%



Opportunities in high tech sectors



ICT

- Multimedia and gaming
- IoT
- Big Data and Artificial Intelligence
- Cyber Security
- ICT bio medical supply chain applications



Smart mobility

- Electric vehicles
- Open data and connected vehicles
- Autonomous driving
- Zero emission vehicles



Life sciences and healthcare

- Assisting devices
- Imaging
- Biomaterials
- Diagnostic and Therapeutic devices
- Digital health



Green Tech

- Renewables energy
- Hydrogen
- Waste management
- Plastic brokering and recycling

What does the internationalization process mean in this context?

Not only sales...

- Industrial deals
- Filière integration
- Strategic agreement
- R2B
- Joint R&D
- Start up acceleration programs and rebranding and access to capital
- FDI

Trends

- Digital
- Sustainability

Warning

- Medium-long run process
- Knowing the rules of the game
- Non-tariff barriers and Networking
- Adapting the value proposition



**BROADEN YOUR BUSINESS
NETWORK....BECOME A MEMBER
OF THE ICCC**

The Italian Chamber of Commerce in Canada (ICCC) is an international business association fostering Canada-Italy business exchanges and providing business-consulting services to companies looking to expand internationally. It is the hub for businesses and professionals interested in increased collaboration between Canada and Italy. Through its activities and membership, the ICCC provides opportunities to connect, collaborate and celebrate the best in Canada-Italy relationships Italian style !

CCIC NEWS >

JOIN OUR TEAM!



EVENT CALENDAR >

UPCOMING EVENTS

AI and the Challenge of Sustainability

November 18th - 19th, 2021





Italian Chamber of Commerce
In Canada

Thank you for your attention!

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C2Future

Clusters for the City
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C2Future C2World

How small and medium-sized enterprises can deal with internationalization

October the 21st 11:00CET



Country Presentation: Mexico

Year 2021



Why Mexico?



3°

European Union's commercial partner in the American Continent.

15°

Global economy.

2°

Latin America's economy.

10°

Italy's position as Mexico's provider.

2°

Italy's position as Mexico's European business partner.



Market with potential and human capital

This country is one of the main markets globally, with a population of over 126 million people, of which 46,8% (57,3 millions) corresponds to the Economically Active Population (EAP), and 55,6 millions are employees. Around 43% of Mexico's inhabitants are younger than 25 years old, and the median age is 29 years old.



Strategic geographical position

Mexico is the 5th largest country in the American continent, and the 14th in the world. Mexico has a privileged geographical position that locates it in North America and, at the same time, integrates it into Latin America, being a natural bridge between the Atlantic and the Pacific Asia region.



Competitive business environment

Mexico is a competitive destination for investment, business development and productivity, which seeks to maintain a stable growth with positive perspectives. Generally speaking, the country has the trust of national investors and foreigners, since it is an attractive and safe destination for investments.



Digital adaptation and electronic commerce

Within the current economic paradigms, electronic commerce is a sector that has experienced significant growth.

Currently, the penetration of electronic commerce in the country corresponds to 50.7%, facilitated by the variety of platforms that Mexican consumers use when making their online transactions.



Wide availability of raw materials and natural resources

The geographical position, the relief and the diversity of climates that Mexico has make it the 4th country in the world with the greatest biological diversity. Because of this, the country has an important source of natural resources that favors the development of productive and industrial activities.



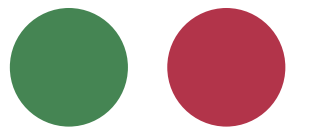
Network of relations with the United States

The United States is Mexico's largest trading partner and represents more than three-quarters of the country's exports. In the United States there are 34 million citizens of Mexican origin, some of whom have reached leadership positions in business and professions, in university and research fields.



Macroeconomic framework

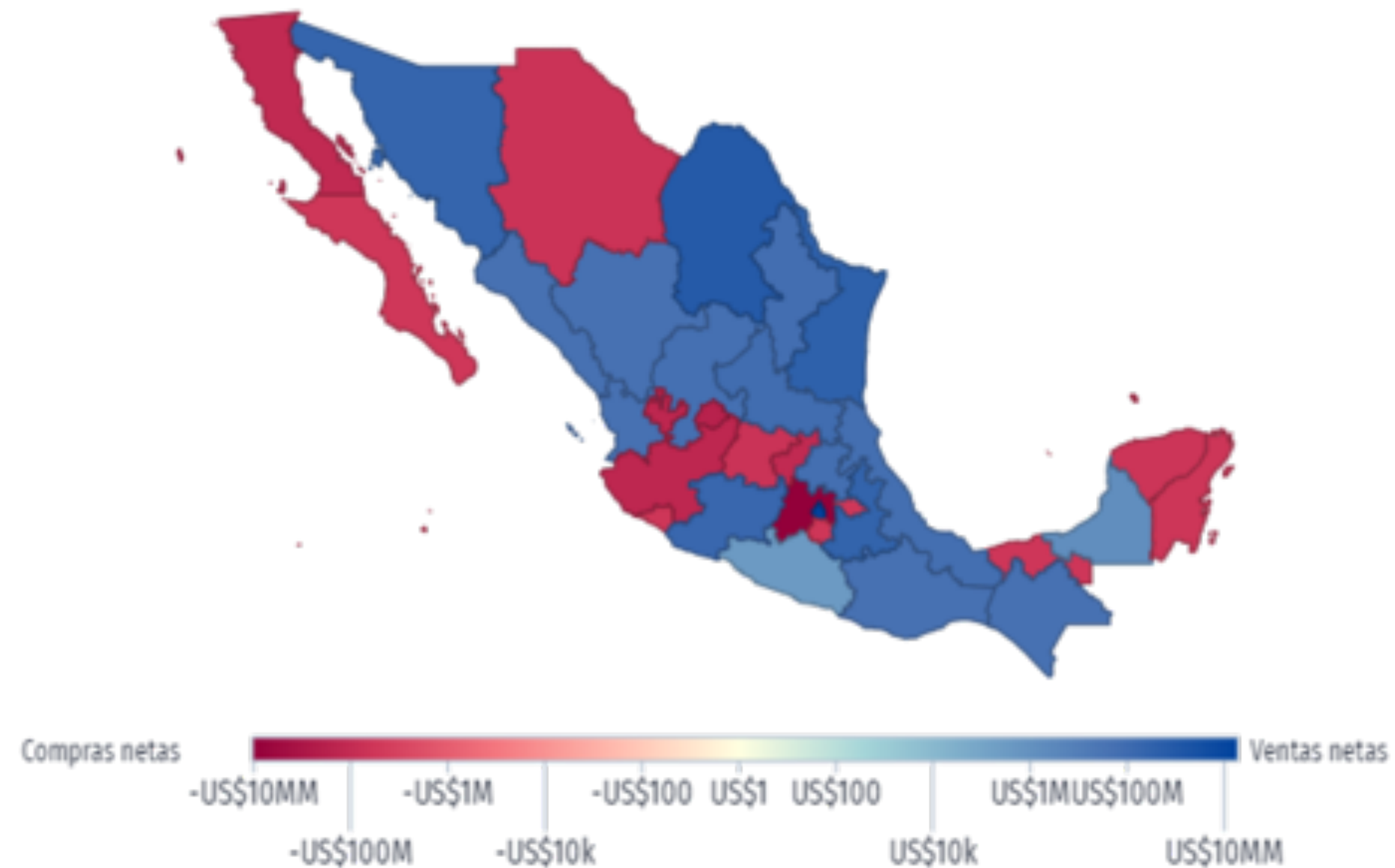
Country: México	Statistics
Inflation rate	3.15%
Active population	46.8%
Unemployment rate	3.45%
Gross Domestic Product	1.077 trillion USD
Total import (2020)	383 billion USD
Total export (2020)	418 billion USD
Commercial Balance	35 billion USD



Commercial Balance

34.476.471 millions USD

Commercial Balance of 2020



● International sales by state

- Mexico City (\$92.5 MM de USD)
- Chihuahua (\$55.5 MM de USD)
- Nuevo León (\$41.4 MM de USD)
- Baja California (\$34.3 MM de USD)
- Jalisco (\$25.4 MM de USD)

● International sales by state

- Mexico City (\$104 MM de USD)
- Chihuahua (\$49.7 MM de USD)
- Nuevo León (\$37.6 MM de USD)
- Baja California (\$33.3 MM de USD)
- Jalisco (\$27.2 MM de USD).

Exports

40.5 billion USD

Main exported product: automotive vehicles parts and accessories

- Main exportation products

- Automobiles and other motorized vehicles, mainly for the transport of people (40.5 BN USD)
- Machines and data-processing units (32 BN USD)
- Motorized vehicles' parts and accessories (26.8 BN USD)

- Main destinations

- United States (339 BN USD)
- Canada (11 BN USD)
- China (7.9 BN USD)
- Germany (6.5 BN USD)

418 billion USD

Main destination: United States





Imports

35 billion USD

Main imported product: automotive vehicles
parts and accessories

383 billion USD

Main origin: United States

- Main imported products

- Automotive vehicles' parts and accessories (35 BN USD)
- Electronic Circuits (18.8 MM USD)
- Petroleum Oils or Bituminous Minerals (17 MM USD)

- Main origins

- United States (167 BN USD)
- China (73.5 BN USD)
- Japan (13.9 BN USD)
- Germany (13.8 BN USD)

The SMEs in Mexico

The SMEs are small and medium enterprises, which belong to different sectors, them being either Manufacturing, Construction, Commerce and Services.

Classification

- **Microenterprise:** Less than 11 employees
- **Small enterprise:** From 11 to 50 employees
- **Medium enterprise:** From 51 to 100 employees



The pandemic caused a 50% growth in the digital operations of small and medium-sized companies (SMEs) in Mexico, which shows their ability to adapt to difficult situations.

In 2020, 1 million 10,857 businesses disappeared, almost 21% of the total economic units. This was revealed by the study *Impact Generated by Covid-19 in Companies*, carried out by Inegi.

Nationwide, 619,443 establishments were born in 2021, 12.75% of the country's business population. The sector with the most births was commerce, with 13.75%.

Foreign Direct Investment

29,1 BN dollars

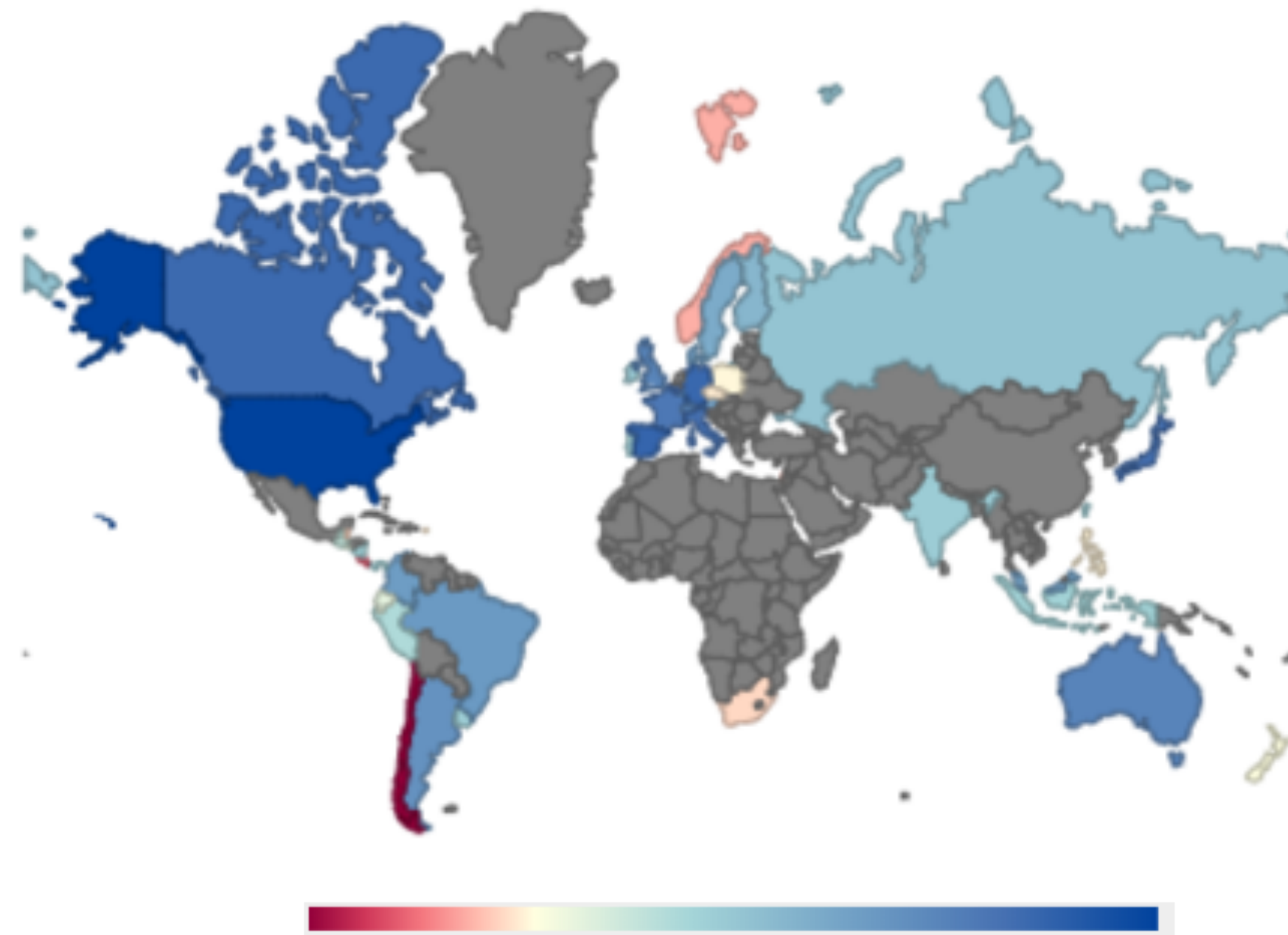
FDI 2020

- The total Foreign Direct Investment (FDI) in Mexico as of 2020 rose up to 29,1 BN USD. During this period, the FDI consisted of: Accounts between Companies (6.58 BN USD), New Investments (6.39 BN USD) and Reinvestment of Profits (16.1 BN USD).
- The manufacturing sector, together with the financial, energetic and commercial sectors, are the ones that receive the most investment.
- The FDI is mainly concentrated in the areas bordering with the United States, where there are many assembly and production factories, in the central area of the Bajío and around the capital. The Yucatan Peninsula, for its part, stands out in the tourism sector.





FDI: countries and sectors



11.4 BN dollars

United States Main Investor 2020

Source: El Economista, 2020, DataMéxico

Country of origin

- United States (11.4 BN USD)
- Canada (4.22 BN USD)
- Spain (4 BN USD)
- Germany (1 BN USD)

Main type of investment

- Reinvestment of profits (16.1 BN USD)
- New investments (6.4 BN USD)
- Accounts between companies (6.6 BN USD).

Main opportunity sectors

- Productive activities
- Financial and insurance services
- Commerce
- Information and communication media
- Electricity, water and gas production
- Other sectors



Infrastructure and construction

New infrastructure investment opportunities will open up thanks to industry push for post-coronavirus recovery. The National Infrastructure Plan 2020-2024 has a value of 44.3 billion dollars, of which 80% of the resources come from the private sector.



Mechanical and automotive industry

The sector represents 3% of the national GDP, 1.8% of national employment and 22% of industrial employment, 17% of total automobile exports and first flow of foreign exchange.

3.8 million vehicles were produced in 2019, making Mexico the sixth largest automaker in the world.



Manufacturing industry

In 2019, more than 1,136,817 manufacturing industries were registered, with an increase of 7.32% compared to 2018. In addition, in the first quarter of 2020, these sites generated 8.52k jobs, of which 81.3% correspond to men and 18.7% to women.



Financial and insurance services

In 2019, 178,694 financial and insurance services institutions were registered; the sector had a growth of 13.2% compared to 2018. In addition, during the first quarter of 2020 this sector generated 468k jobs, of which 47.9% correspond to men and 52.1% to women.



Tourism

- 8.7% of Mexican GDP
- 4 million people employed
- 56 million international tourists
- The country has a great natural and cultural wealth, which places it among the most attractive nations in the world. The touristic patrimony and the development of the sector have allowed it to place itself among the first places in the business on a global scale.



Aerospace sector

In the last ten years, companies such as Airbus and Duqueine (France), General Electric (USA), TechOps (Mexico, USA), Aernnove del ITP (Spain) have invested in Mexico. The Querétaro area is recognized as the leading region in aerospace development in Mexico, with 85 companies and organizations.



The Italian Chamber of Commerce in Mexico

There are over 1,600 Italian companies in the country. Large Italian industrial groups and medium-sized companies have shown interest in Mexico and have carried out important projects in the country. Italian companies are mainly concentrated in the metropolitan areas of Mexico City and Monterrey, in the industrial area of Querétaro and in the state of Guanajuato.

What do we do?

- Internationalization and advisory services to access the Mexican market, thanks to the CCIM's extensive network.
- Promotion and promotional activities for brand positioning.
- Events and in-person activities with the objective of fomenting the networking between our associates.
- Contact and support to our network of members.



More information

- Lorenzo Vianello, President of the Italian Chamber of Commerce in Mexico
Faribah Gallardo, Director of the Italian Chamber of Commerce in Mexico



CÁMARA DE COMERCIO
ITALIANA EN MÉXICO



C2Future

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How small and medium-sized enterprises can deal with internationalization

October the 21st 11:00CET

BRIST



*3 internationalization hints
from a 100% export company*

I. About BRIST

II. 3 internationalization hints

BRIST was originated through VOITH Turbo – After management buy-out in 2014 the Company name changed from VOITH to BRIST

VOITH Heritage of BRIST



2004

VOITH – a German industry giant generating 5.1 bn USD annual revenue - launched its axle business unit to improve its product bundling capabilities via developing best-in-class **independent suspensions**



2014





After acquisition of 100% shares through MBO¹, the Company name was changed to BRIST

For aftersales, BRIST is still leveraging **VOITH after sales network**

¹ MBO: Management Buy-Out

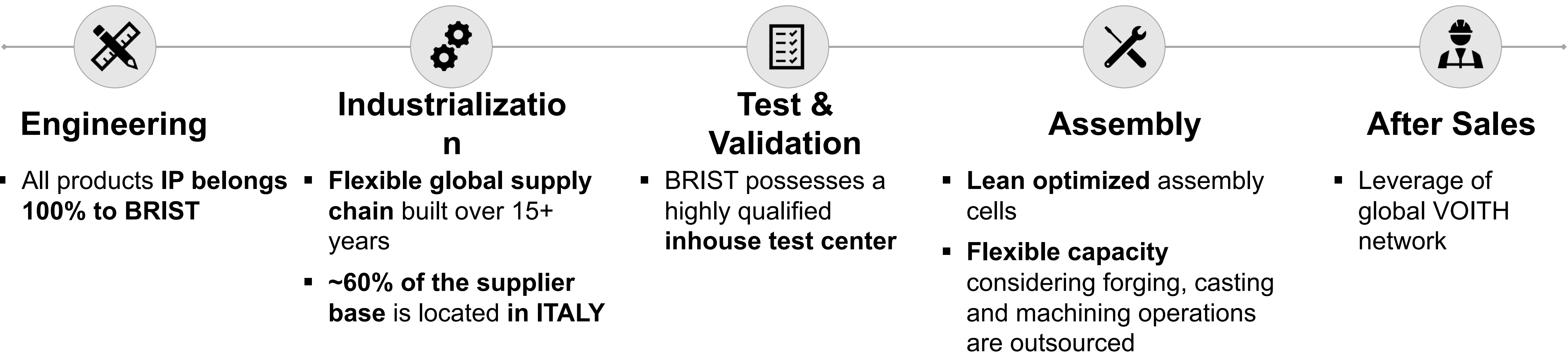
BRIST designs, engineers and manufactures axle, suspensions and gearboxes for vans, trucks and buses from 4 to 34 tons

Company Overview

Locations	Headquarters, R&D Center and Production  <ul style="list-style-type: none">▪ 8,000 m² covered area in Brescia▪ Dedicated inhouse test center Representative offices in Istanbul  and Suzhou 
Target Vehicle Segment	Vans, Trucks and Buses (Electric, Hydrogen, CNG and Diesel)
Products	Axle & Suspension (2 – 11t) and Gearboxes 

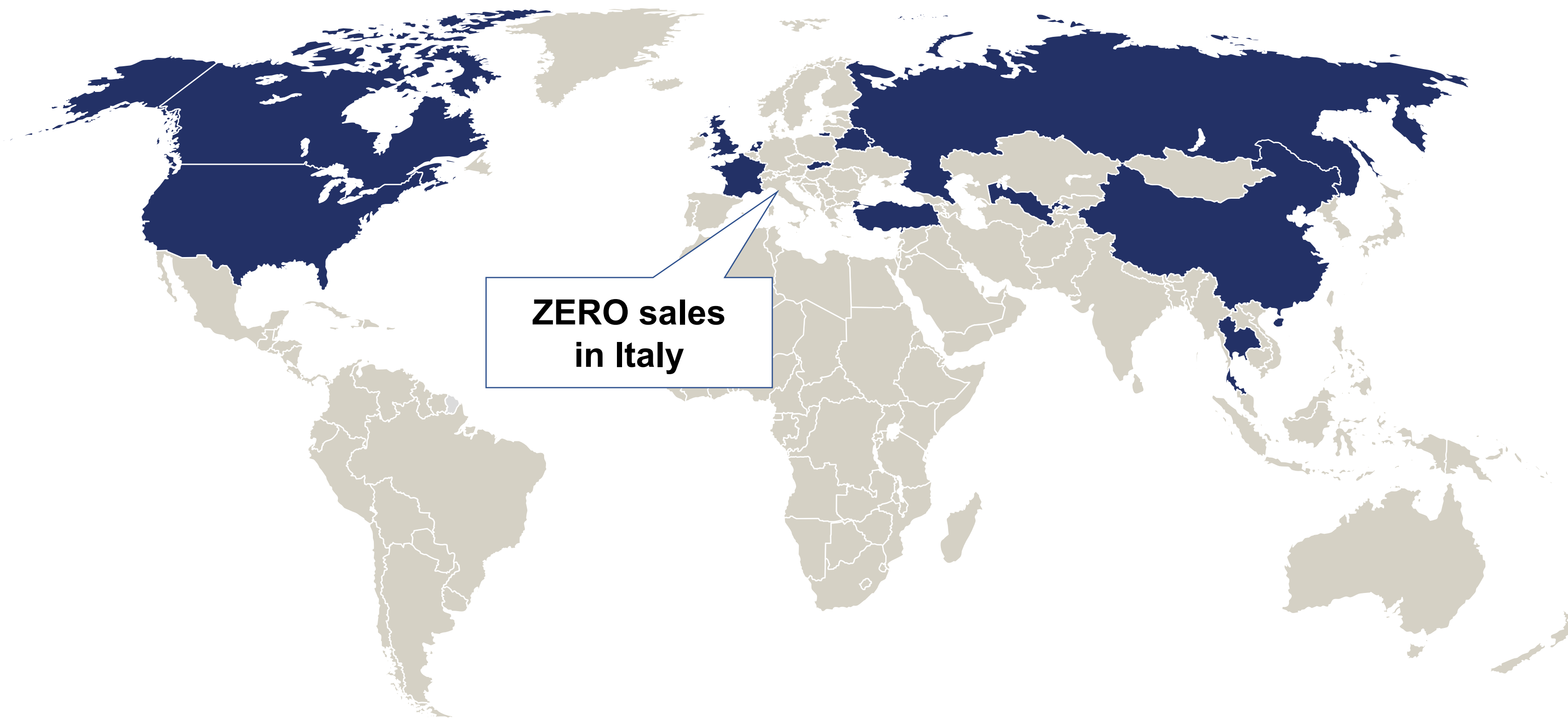
BRIST *is not* only an “engineering service” or “production” company – Instead, BRIST *is* a “PRODUCT” company taking e2e product ownership

End-to-End (e2e) Product Ownership



BRIST is a 100% export company, while having ZERO sales in Italy

Global Footprints of BRIST



Why we are in Italy despite ZERO sales?

- ✓ Good engineering team
- ✓ Good automotive knowhow
- ✓ Good brand value

- Italy will always be our “core”.
- Meanwhile, we plan to clone our micro assembly cells in local content required regions such as USA and China.

I. About BRIST

II. 3 hints for international growth

3 hints behind BRIST international success

- 1 Avoid competition**
- 2 Do not underestimate underdeveloped markets**
- 3 Build your local engagement team aligned with your mentality**

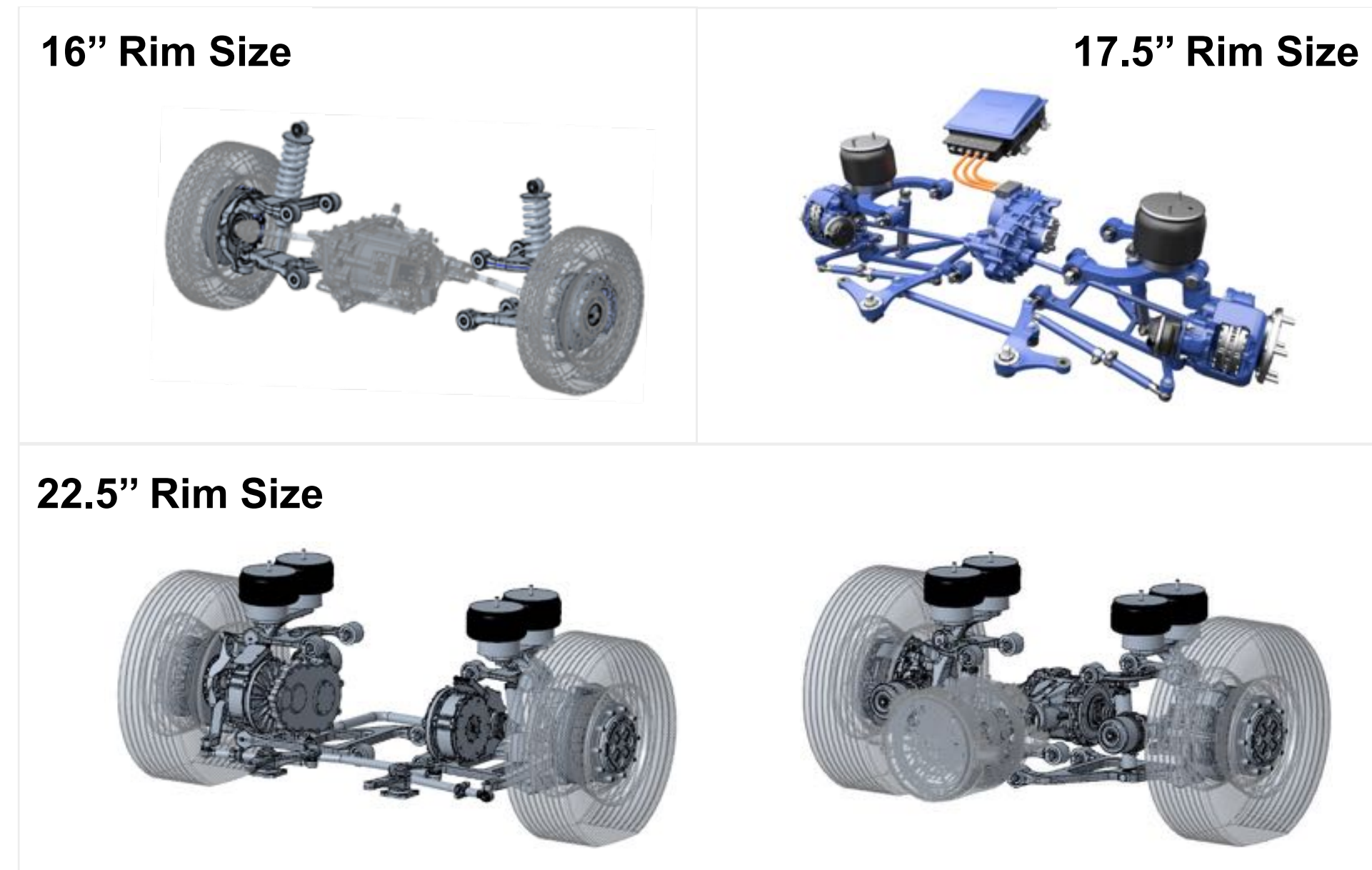
What **OTHERS** do?

All global players are building their e-axes on rigid suspensions



What **BRIST** is doing?

BRIST is the pioneer company aiming to build its e-axle on independent suspension



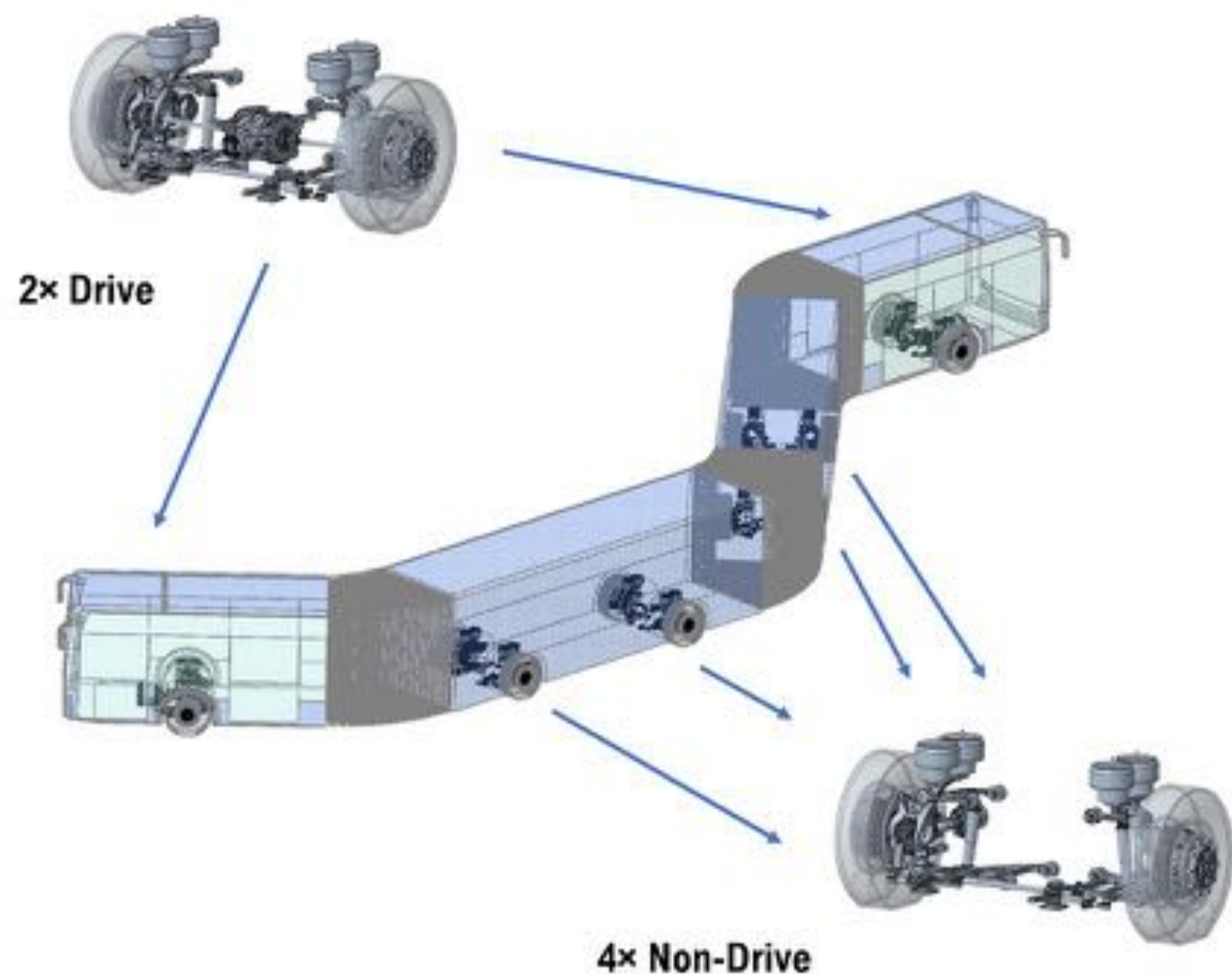
Independent suspensions **outperform** rigid suspension in the following metrics:

- Lightweight
- Free wider space
- Flexibility for modular vehicle family (front & rear same axle)
- Width flexibility
- Steering flexibility

CASE EXAMPLE **BRIST**



32-METER Trackless Tram A Unique Layout ENABLED by BRIST



CASE EXAMPLE



at front



at rear



at front



at rear



- GLOBAL LEADER of electric vehicle sales
- BRIST sales remained very low so far, since 8.7m e-bus market has not been developed yet in Western Europe



- State-owned Uzbek bus manufacturer
- BRIST annual sales reached to 600 vehicle sets per year

CASE EXAMPLE: BRIST Representative Office in China

- There is no official BRIST China entity, but a BRIST Representative of China.
- Chief Representative of China is hired by a global HR company and BRIST is paying the salary against monthly HR company invoice.
- He knows excellent English, knows the industry very well and possesses European mentality
- There is no capex investment for office. Instead, a desk is rented in a common workspace area.
- For special meetings, meeting rooms are rented.



Thank you...

BRIST

BRIST Axle Systems S.r.l.

For further details, please visit www.bristaxle.com

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SOFTECH

C2FUTURE C2WORLD

How small and medium-sized enterprises can deal with internationalization

About us

Softech mainly provides systems and solutions for highways and airports since 1991, using cutting-edge technologies and higher quality equipments.

Thanks to our 30-year experience, we are able to offer a wide range of tools to monitor, measure and supervise objects and people in motion, as well as the effects they generate: pollution, traffic, noise and much more.

Over the years our know-how has grown and we are now able to transfer it to a wide range of other sectors.

All our products are user-friendly and supported by a set of additional services that help customers in minimizing their environmental impact and building up a strong relationship with communities.

Our boundaries are our customer's visions. Our goal is to find a solution to every problem.

IN CARRYING OUT OUR WORK WE ENSURE

- ✓ Continuous Improvement
- ✓ Customer Orientation
- ✓ Integrity and Reliability
- ✓ Quality and Transparency
- ✓ Respect for the Environment



International Presence



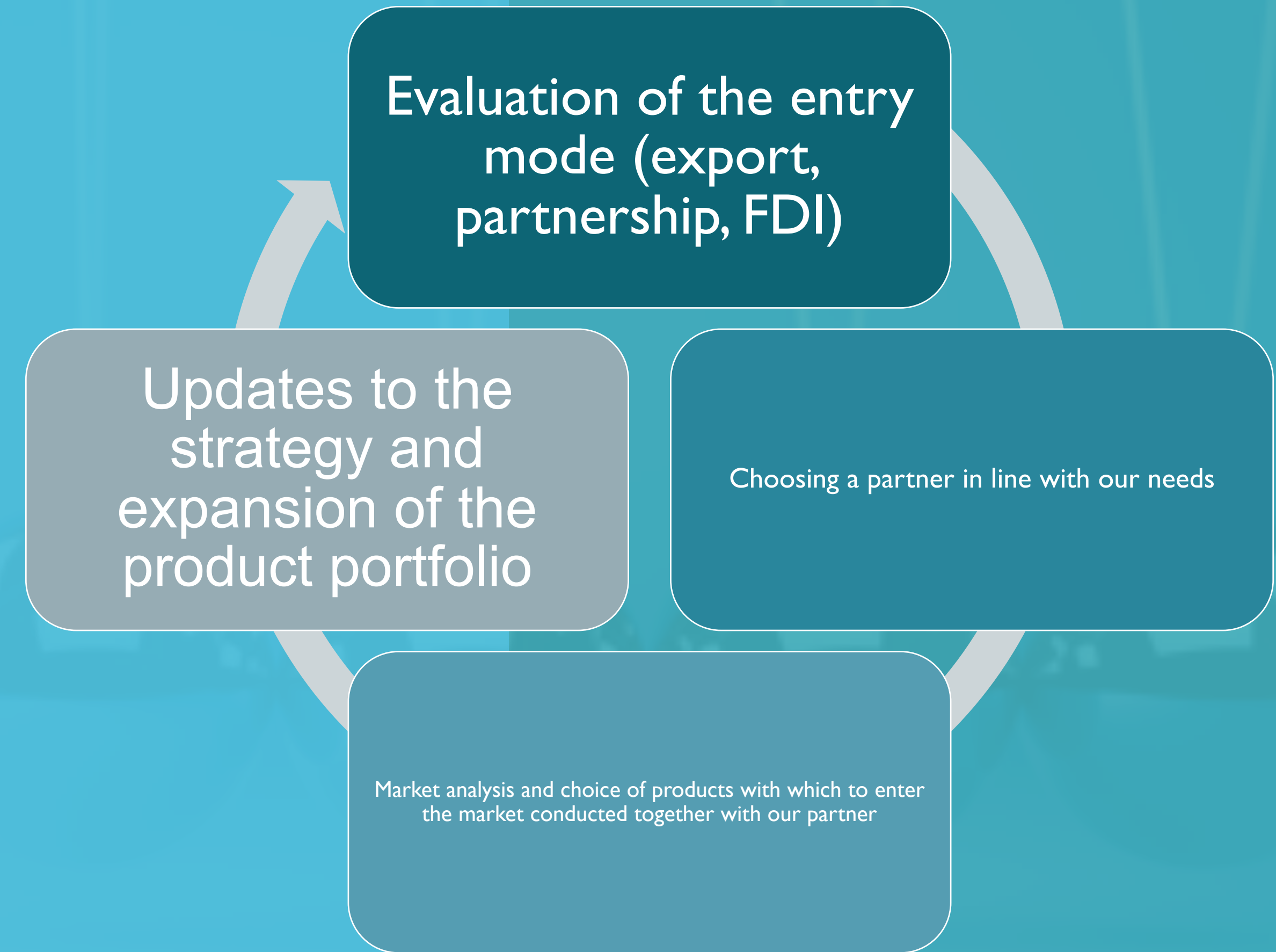
- ❖ Europe
- ❖ USA
- ❖ India
- ❖ Thailandia
- ❖ Saudi Arabia

Why Colombia

SOME REASON WHY WE CHOOSE COLOMBIA (referring to 2018)

- ✓ **Growing Economy**
3rd in importance in LATAM
- ✓ **Openness to foreign trade**
100 free zones and other facilitated business areas
- ✓ **Investments in infrastructural modernization**
in particular road and airport
- ✓ **Proximity to other major markets**
such as Mexico and Peru
- ✓ **Market size and growth**

Our Approach



Three years later the overall balance is positive

Current situation

➤ 3 progressing projects

we are currently following traffic management and environmental monitoring projects in Colombia, Mexico and Peru

➤ "Spontaneously" Grown Network

The expansion was completely "spontaneous", and is proof of Colombia's strategic position with respect to other large Latin American markets (and of a successful choice of partner, of course)

➤ Continuity in the relationships and projects followed

despite the covid 19 pandemic the projects never stopped. There have obviously been some slowdowns but relations have absolutely been continuous and work has progressed

➤ Professionalism of partners and institutions not taken for granted from our previous experiences

➤ Increase of the proposed product portfolio following the interest shown in the IoT systems market



THANK YOU

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