



MILANO 2015  
FEEDING THE PLANET  
ENERGY FOR LIFE



European Union

Official Participant

## EU – Latin America & the Caribbean Days (12 and 13 June 2015)

<https://www.b2match.eu/expo2015-creativityindustry>

### SMEs INTERNATIONALIZATION EVENTS AT EXPO MILANO 2015

From 1<sup>st</sup> May 2015 to 31<sup>st</sup> October 2015, Milan will host the Universal Exhibition EXPO 2015, whose central theme is “*Feeding the Planet, Energy for Life*” which will be one of the most awaited global events of the year, with the presence of 145 Countries and the expected participation of 20 million visitors.

The event on **Creativity and innovation in the Agro-food sector** will take place during the Expo on **12 June 2015** with the special participation of business delegations from CELAC (Community of **Latin American and Caribbean States**) countries

For **registration and information** go to: <https://www.b2match.eu/expo2015-creativityindustry>

Creativity and innovation in the Agro-food sector is a Matchmaking Event dedicated to companies, associations, research centres interested in finding new international partners for projects and activities characterized by creative and innovative aspects and related to AgroFood sector and particularly for:

- food producers
- companies offering new products and technologies for the AgroFood and HO.RE.CA sector
- designers
- tourism operators
- food/agriculture specialists and experts

### **The B2B meetings offer a unique occasion to:**

- know the latest trend, the key players and the new international initiatives
- get information about new business opportunities
- discover new products and technologies
- present own innovative ideas, projects and activities

### **Main topics**

- Food design
- HO.RE.CA. design
- Food and wine tourism
- Food tradition and culture
- Technologies for agriculture
- Other topics relevant to the thematic focus of the event

### **The participants can achieve interesting results as:**

- find future technological/industrial/commercial partners
- boost their business with innovative technologies, creativity and design
- start international co-operations and launch new collaboration project
- gain new opportunities and competitive advantages through cross-border contacts

### **WHY PARTICIPATE?**

- The business-to-business (B2B) meetings are free of charge;
- You will have the opportunity to meet many counterparts from the EU and Latin America & the Caribbean;
- You will benefit from thorough support before meetings so as to make the most of these opportunities;
- You will learn about the tools the European Commission is putting in place to ease the access to foreign markets and to support business relations between Europe and Latin America & the Caribbean;
- You will have the opportunity to visit the EXPO Milan further to the participation in such meetings.

### **CONTACTS**

For registration and information go to: <https://www.b2match.eu/expo2015-creativityindustry>

For information please send an email to [expoeuevents@mi.camcom.it](mailto:expoeuevents@mi.camcom.it)