



C2Future
Clusters for the City
of the Future

DOING BUSINESS IN MEXICO

Marco Nicoli

Board member at



Economic Association of Mexico in Italy



THE MEXICO CHAMBER OF COMMERCE IN ITALY: A NECESSARY STEP



❖ Economic Association of Mexico in Italy (AEMI)

AEMI was established in October 2020 by 9 founding members. **The Honorary President is Mexican Ambassador Carlos Eugenio Garcia de Alba Zepeda.** Today the Association has **38 members** and the headquarters is in **Rome at the Mexican Embassy in Italy.**

❖ Mission and Goals

- To consolidate and extend the economic, industrial, commercial, cultural, tourist, scientific and academic ties between Mexico and Italy,
- To become the Mexican Chamber of Commerce in Italy and enter the national and international Chamber system.

OUR MEMBERSHIP TODAY: 38 MEMBERS



BOARD MEMBERS



1. **President** – *Letizia Magaldi, Executive Vice President Magaldi Power S.p.A.*
2. **Honorary President** – *Carlos Eugenio García de Alba Zepeda, Mexican Ambassador in Italy.*
3. **Vicepresident** - *Angelo Pansini, CCO - Commercial Governance & Offset Management Senior Vice President Leonardo S.p.A..*
4. **General Secretary** - *Giovanni Sabino, CEO Italia, Fiorucci.*
5. **Board Member** - *Aldo Davoli, Director Public Affairs, Campari S.p.A.*
6. **Board Member** - *Marco Nicoli, President, TESI Group S.p.A.*
7. **Board Member** - *Paolo Ruffato, General Manager Italy Gruppo Bimbo.*
8. **Board Member** - *Diana Beltran, Managing Director, Meita S.R.L.*

WORKING GROUPS IN AEMI



Working Groups are tools, available to the Members, to share ideas, projects, issues and know-how in order to strengthen the bilateral relationship and provide guidance and contribution to improve relations Italy-Mexico, even with the elaboration of specific proposals for institutions.

- **Technology Working Group** – chairman: Dr. Angelo Pansini, Senior Vice President and Commercial Governance & Offset Management of Leonardo SpA.
- **Agrofood Working Group** – chairman: Dr. Giovanni Sabino, CEO of Fiorucci
- **Tourism Working Group** – chairman: the Mexican Embassy in Italy

OVERVIEW OF THE MEXICAN ECONOMY



1. **15th largest world economy by GDP and 2nd largest economy in Latin America (World Bank, 2021)**
2. Global logistic platform **with preferential access in 50 countries (60% of world GDP)** thanks to 14 Free Trade Agreements in America (T-MEC, Pacific Alliance), Europe (TLCUEM) and Asia-Pacific (APEC, TPP)
3. **11th World Exporter** and 1st Latin America Exporter (*OMC, 2020*).
4. **2nd Country in Latin America for ease in doing business, exceeding BRIC** (*Doing Business 2020*)

OVERVIEW OF THE MEXICAN ECONOMY



5. **9th world's most attractive** country for foreign **direct investments** among countries of the same category (UNCTAD).
6. **3rd world tourist destination** in 2020 (7th in 2019, OMT), with 35 cultural and natural sites declared World Heritage by UNESCO.
7. Established reputation as a **global leader in the automotive, aeronautical, electronic and agro-industrial sectors**, with a significant advantage in **value chains, manufacturing integration and foreign trade**.

ITALY- MEXICO RELATIONS IN FIGURES

1. **Mexico is a strategic partner and a priority country for Italy:** the 1st reference market in Latin America and the 4th reference market in the American area.
2. **Mexico is a priority market for Italian export:** evaluated with **65% Investment Opportunity Index** and **60% Export Opportunity Index** (SACE, 2021).
3. **Italy is Mexico's 3rd most important trading partner** among EU countries and 12th worldwide.
4. **Bilateral foreign direct investments:** Italian investments were over € 9 billion in 2021 (€7 billion in 2020), whereas Mexican investments were about € 2 billion.

ITALY- MEXICO RELATIONS IN FIGURES

5. In Mexico **about 1,800 companies with Italian capital** are **present** operating in different areas. Currently there are about 60 Mexican companies operating in Italy.
6. Sectors with greatest potential for Italian investment in Mexico: **automotive, aerospace, infrastructure, tourism, pharmaceuticals. Circular economy** and **energy efficiency** are important emerging sectors.
7. Every year about **140,000 Mexican tourists** visit Italy and **180,000 Italian tourists** visit Mexico.

MEXICO: STRATEGIC PARTNER FOR REGIONAL TRADE WITH NORTH AMERICA



US-Mexico-Canada agreement (USMEC)

Come into effect on July 1st 2020 with the aim of strengthening the integration of the three economies and to create the most competitive region in the world: North America.

Main points:

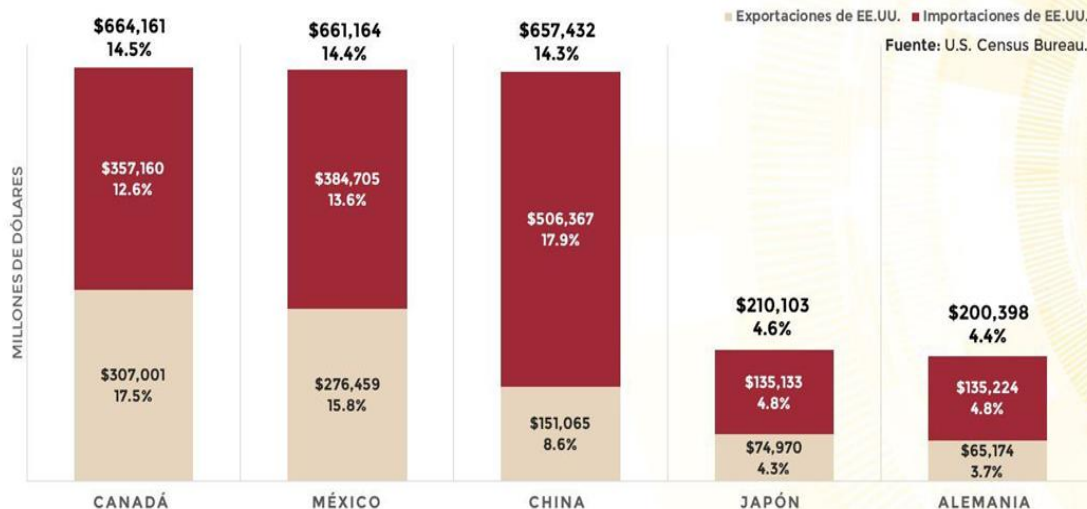
- It ensures the stability of trade flows.
- It encourages the creation and development of new value chains.
- It integrates new value chains in emerging sectors and stimulates investments in production and infrastructures in industrial machinery, energy, transport, agrofood.

MEXICO: STRATEGIC PARTNER FOR REGIONAL TRADE WITH NORTH AMERICA

Principales socios comerciales de EE.UU., 2021



ECONOMÍA
SECRETARÍA DE ECONOMÍA



The US-Mexico trade was \$661,164 million in 2021 (14.4% of the total import/export in the US market). **Every minute, Mexico and the USA trade \$1.2 million.**

MEXICO: STRATEGIC RELATIONSHIP WITH THE EUROPEAN UNION

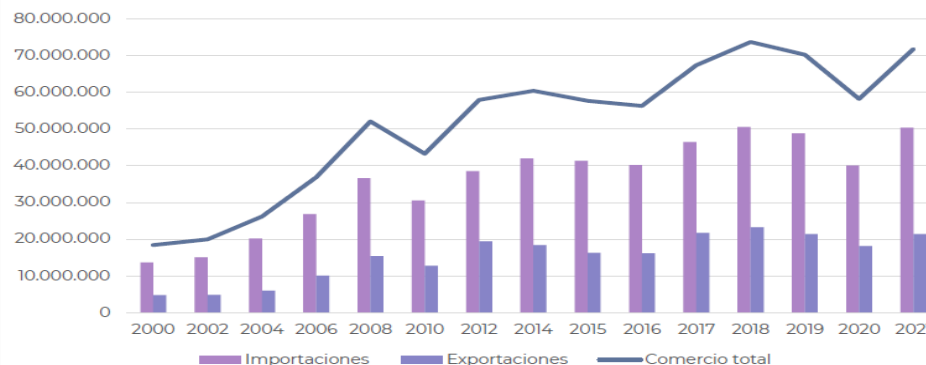
Global Mexico-EU Agreement (TLCUEM 2.0)

come into effect on October 1st 2020, aims to renew and strengthen Mexico-EU relations with a global approach.

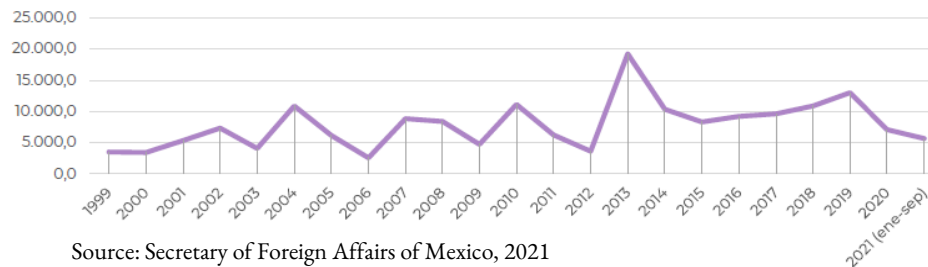
Main points:

- It includes provisions for investment protection and new emerging sectors: e-commerce, telecommunications, financial services.
- It encourages the SMEs development and internationalization.
- Elimination of 99% trade tariffs between Mexico and the EU (86% in the agri-food sector).
- Mexico recognizes the geographical indication of 64 Italian products.
- For the first time, Mexico opens public procurement at the state level.

Relación Comercial México-UE



Evolución de la IED europea en México
(millones USD)



Source: Secretary of Foreign Affairs of Mexico, 2021

THANK YOU FOR YOUR ATTENTION !

Contacts:

direzione.aemi@gmail.com

Follow us:



[@economiaim](https://twitter.com/economiaim)



[Associazione Economica del Messico in Italia](#)

AEP international activities



29.6.2022

What is e-Ticketing?

- Electronic ticketing (aka Automatic Fare Collection System) is an important part of a modern transportation system
- It offers many advantages to the users, to the transportation companies and to the collectivity



e-Ticketing is AEP's core business

- AEP designs and produces in Italy systems and equipment for electronic ticketing



Solutions &
Software

Equipment

Services

The growth of AEP

1993

The seed

Logitron creates the first Italian systems for electronic ticketing (ATAF Firenze, CAP Prato)

1998

The beginning

AEP is established and takes over the Logitron's activities in electronic ticketing

2001

The equipment

AEP begins the development and production of e-ticketing equipment

2008

ET was born

AEP decides to enter the systems market by creating ET, The Easy Ticketing

2016

Finmeccanica

AEP acquires the Monetica branch from Finmeccanica / Leonardo and opens the Genoa office

2021

Modaxo

AEP becomes part of

Modaxo

778.209

529.493

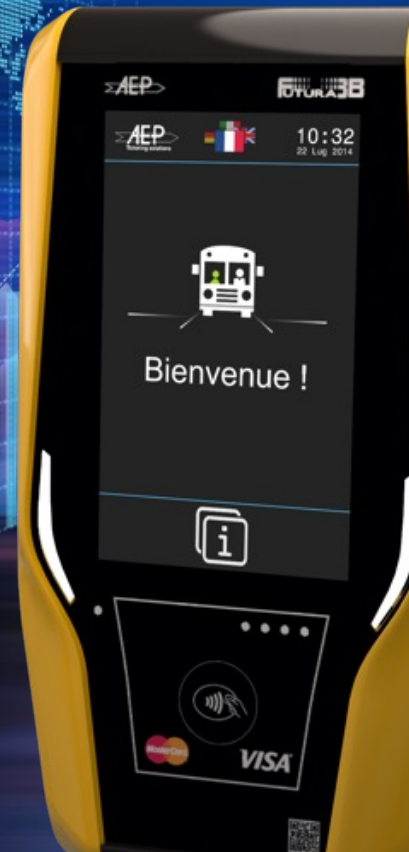
43.333.49

359.178

23.123.19

103.058

AEP
Ticketing solutions



Modaxo



16
Brands



40
offices



21
countries



2,000
people



2,500+
customers



Singular Focus on
Moving the
World's People

SECTORS



Fixed Route



Demand
Response



Paratransit



Tram, Metro,
Light Rail



Passenger Rail



Medical



Taxi, eHail



School



Aviation



Parking



Traffic Mgmt



MaaS

SOLUTIONS

- Scheduling, Planning, Simulation
- Demand Response Management
- Workforce Management
- Operations Management
- Enterprise Asset Management
- Intelligent Transport Systems / AVLS
- Passenger / Traveller Experience
- Fare Collection Management
- Monitoring and Control Systems
- Mobility-as-a-Service (MaaS)



© 2021 Modaxo Inc., its subsidiaries and affiliates. All rights reserved.

Modaxo is part of



CONSTELLATION
SOFTWARE
INC.

Constellation Software
(TSX:CSU)

\$4BN

Turnover

\$40+BN

Market capitalization

>25,000

Employees

0

Sold companies



AEP Ticketing solutions today



Sistemi
Apparati
Servizi

**3 business
lines**



5 branches



**17
countries**



**160+
people**



**500+
customers**



**Regional and
company
centers**



**Reporting &
Business
Intelligence**



**Massive
issuing
centers**



**Inventory &
distribution**



**Ticket
offices**



Validators



**On-board
computers**



**Multi-functional
units**



**Vending
machines**



**e-Commerce &
Mobile**



**On-board
sales**



**Optical & contactless
validation**



**Account
Based
Ticketing**



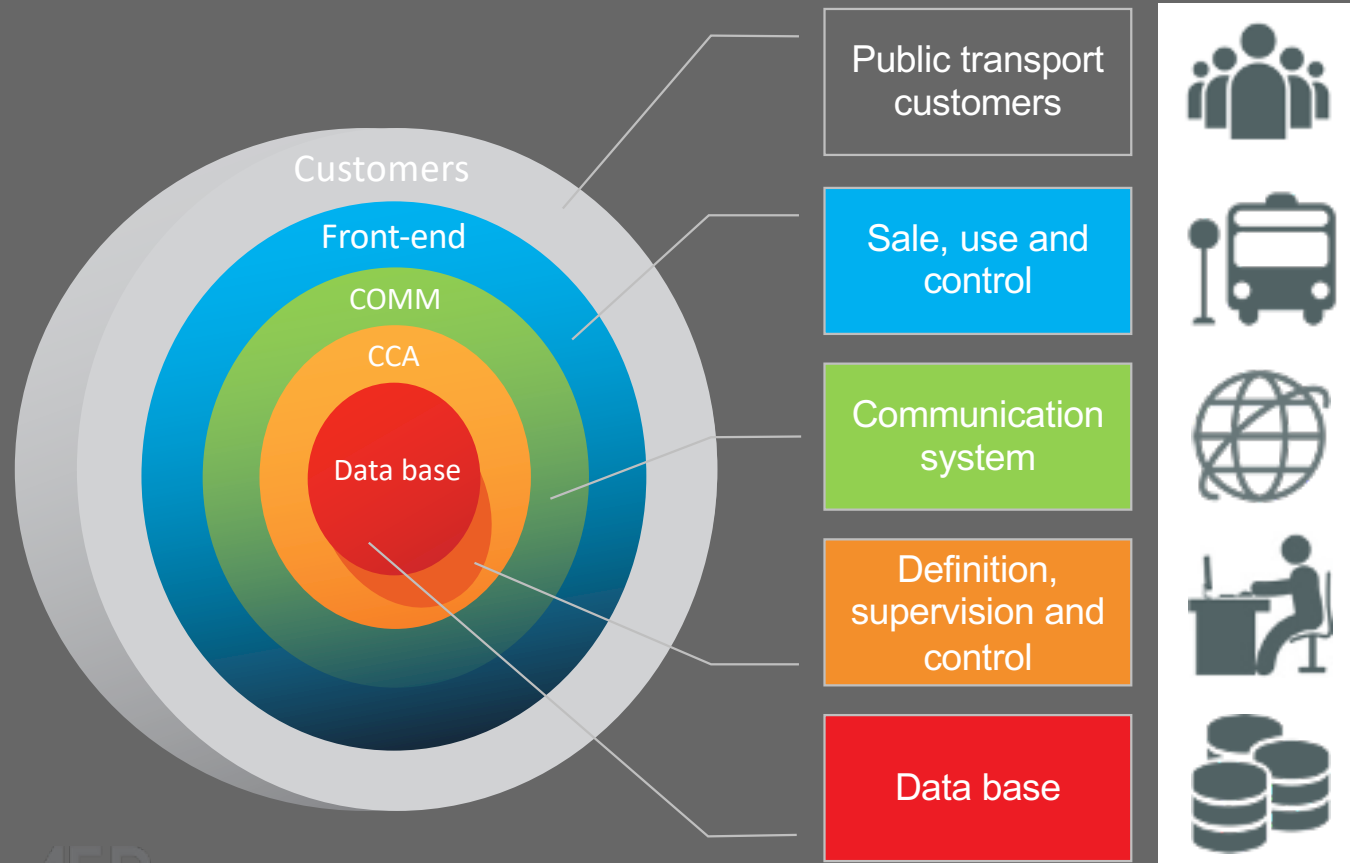
TVM's



**Portable
devices**



Our solutions cover all areas of electronic ticketing





AEP system software

The concentrate experience of two companies





AEP equipment
One of the broadest
range on the market

Polonia



Francia



Spagna



Canada



Portogallo



Messico



Martinica



(Francia)

Ecuador



Italia



Romania



Turchia



Israele



Kazakistan



Egitto



India



Algeria



Senegal



AEP is the best-known in the world Italian company that produces systems and equipment for electronic ticketing



Some cities that use AEP products



Some of the most important Italian Companies have chosen AEP



SINCE 2005

221 STATIONS

2.210 BUSES

2.498 GATES

17 DEPOTS

8 CAR PARKS



MILAN, ITALY
THE LARGEST

3 5 0 0 0 0 0

TRANSACTIONS PER DAY





2022

COMPLETE SYSTEM RENEWAL
REALIZATION OF THE LOMBARDY REGIONAL CENTER

We speak the world language

AEP systems are language independent

AEP is an international Company. AEP people speak Italia, French, English, German, Polish, Russian, Kazakh, Romanian, etc. Many of them are mother tongue.

Documentation is normally written in Italian, French and English.



20+ companies and
3 French regions
have chosen AEP

Keolis





**Strong presence in
Poland**

**21 CITIES
35 COMPANIES**

**1,500 BUS AND
TRAM**

**800 POINTS OF
SALE**

**40 TICKET
OFFICES**

**223 PARK
METERS**

8 0 0 0

AEP DEVICES

700,000 CARDS

New 7,000,000€ contract

Stronger and stronger in Poland



INNOBALTICA®



Lines 2 and 7 Mumbai metro

Egyptian railways

One of the largest
economic institutions in
egypt

And in the arab world

The largest in the field of
passenger and goods
transport services

500m passengers / year



SNTF

Algerian railways

4,575 km and 217 stations

33M passengers / year

Seat or bunk reservation

In the stations, travel agencies, the internet portal, on board the train ...

Preferences for meal, air conditioning, animals etc.

Centralized network definitions

Lines, train composition, fares, timetables...

Accounting

Also at single station level

Management of stations even

Not permanently connected





[Solutions](#) ▼ [Resources](#) [About](#) ▼ [Partners](#) [Blog](#)

[Customer Login](#) [Contact Us](#) [Careers](#)



AEP in the **United States**

Grow your community of riders

We're reimagining intelligent
transit technology.

The future of fleet management is here: [Learn about Device Management.](#)

Leaders in EMV Transit solutions

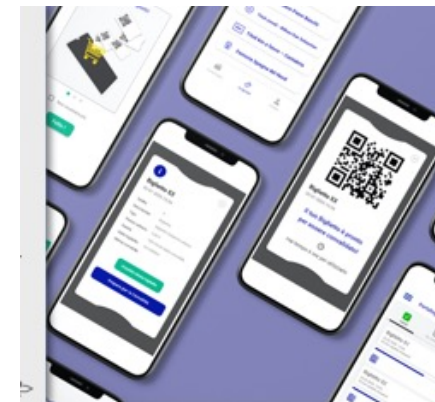
London everywhere!

The transit payment system according the Transport for London model is an absolute success. AEP is the Italian leader in EMV transit solutions and among the leaders in France. AEP offers full range of equipment, the central system, the user portal, the best fare engine and the payment platform (or the connection to third-party platforms).

Ready to go ...NOW!



The perfect integration with MaaS systems



AEP in Mexico

- **Mexico City:** Since 2019. 1,030 validators supplied to RATP Smart System, which in turn made a project for RTP (the “ATM of Mexico City”) using our HW and our SDK.
- **Acapulco:** Since 2019. 290 AEP validators, AEP software that manages EMV security with FLAT and BEST-FARE rates. Project done in partnership with VISA (which sponsored almost all of them);
- **Guayaquil** (from Mexico for Ecuador) project in partnership with SETIM (a RATP Smart System company based in Mexico). In this project we have 10 TVMs with AEP software and 110 F3ALXs with RATP software to manage the Guayaquil funicular. The final customer is AEROVIA.





Other documentation

- AEP has made available a large number of publications on its products and on the most current topics of electronic ticketing
- The entire series of these publications can be downloaded from our website and are available also in English and French

Thanks for your attention





Economic relations between Italy and US – California focus

Paolo Ceresa
29 june 2022



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

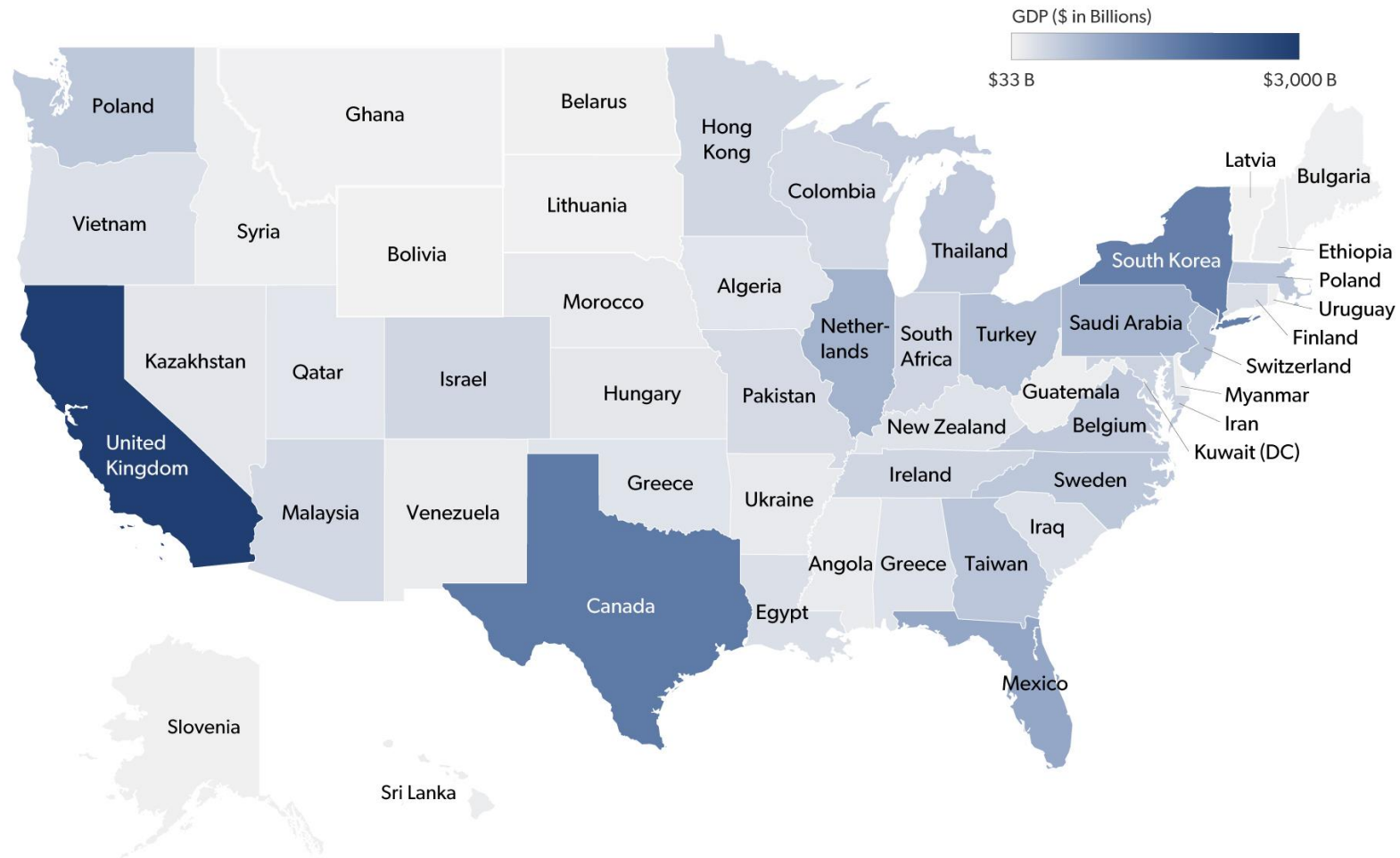
Standards

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

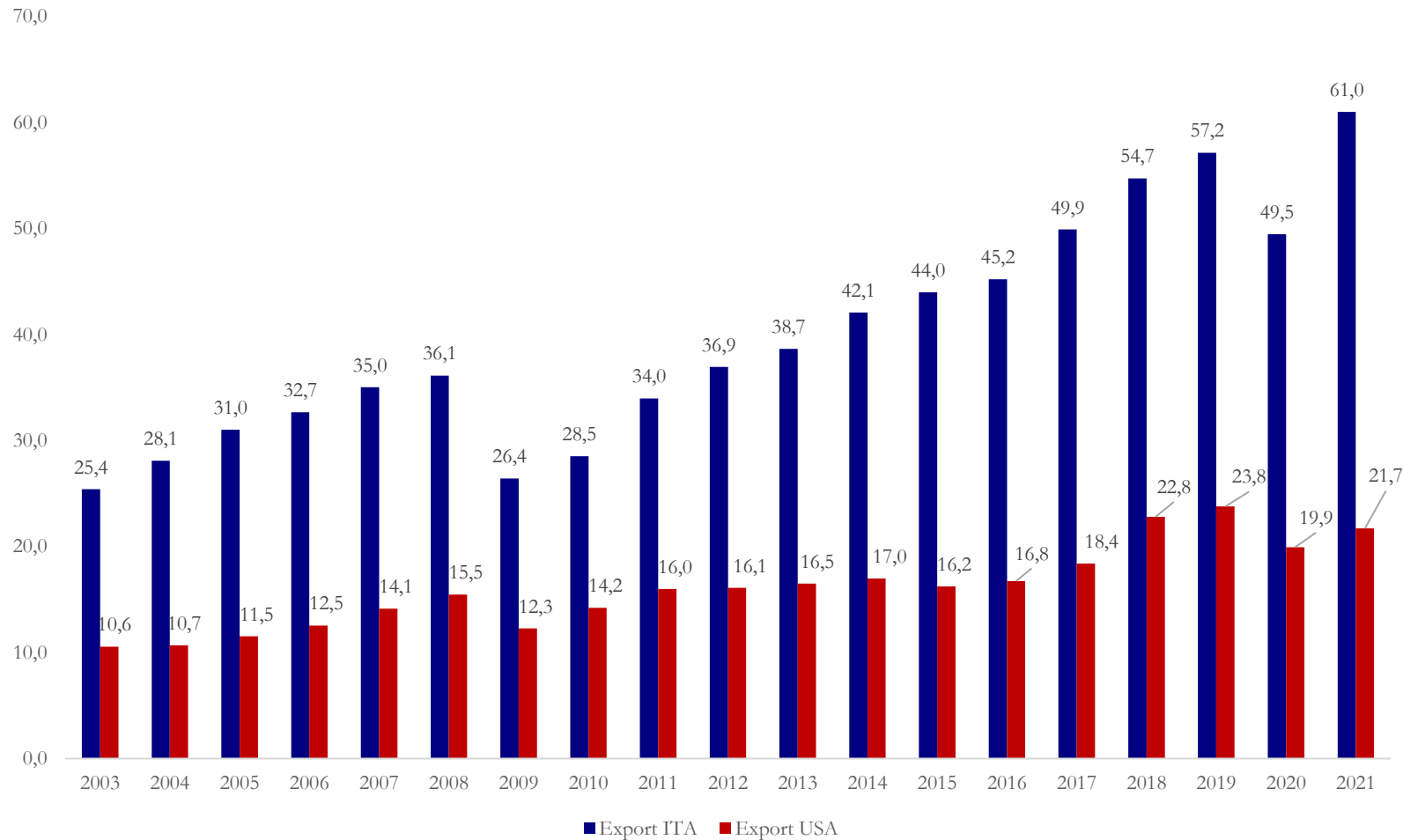
Stakeholder Outreach

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



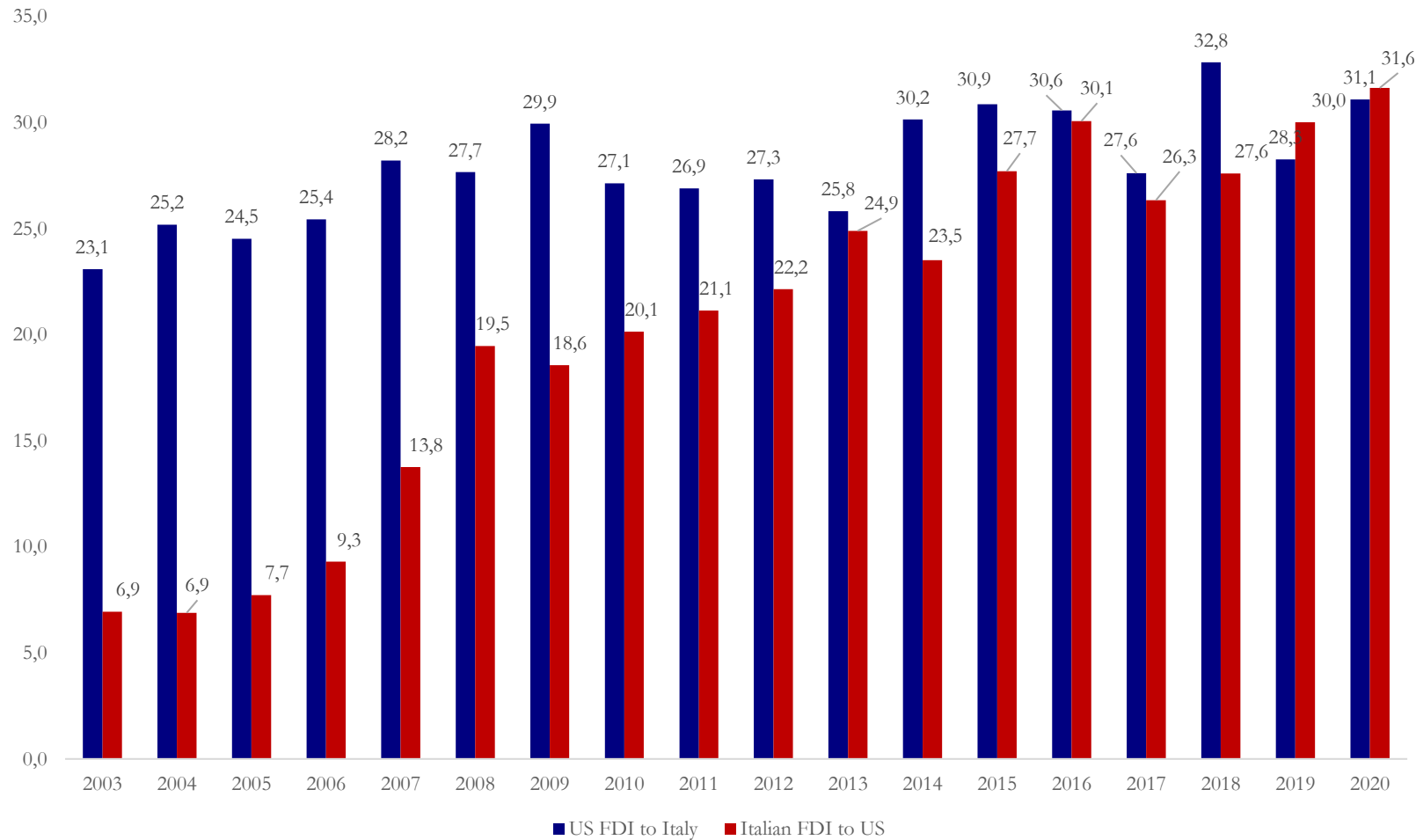


Trade relations between Italy and US remain very good, despite a slow down in 2020...



- From 2003 to 2021 Italian exports grew by **140,0%**
- From 2003 to 2021 US exports grew by **105,6%**
- **American market ranked è #1** as destination ex-Eu, and **#3** globally after Germany and France
- Despite the pandemic in 2020 Italian exports grew in 2020 (**+6,7%** over 2019)

FDI status between Italy and US



- From 2003 to 2020 FDI USA to Italy grew by **34,6%**
- From 2003 to 2020 Italian FDI to USA grew by **355,5%**
- Despite the numbers, Italy needs to attract more FDI to accelerate growth

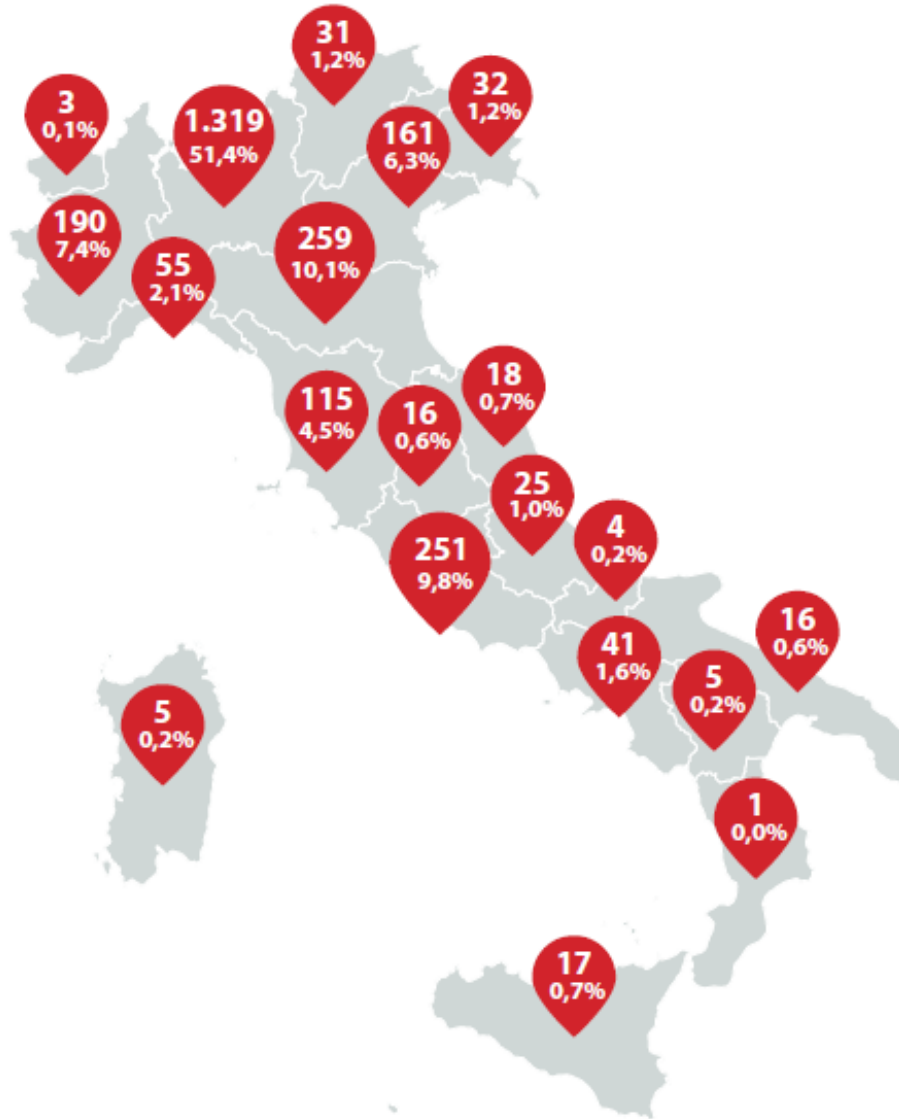
Italy's rank in FDI from USA among other Eu Countries

#	FDI from USA to Europe	Total 2020 \$ BN	Total %
	Europe	3.660,5	100,0%
1	United Kingdom	890,1	24,3%
2	Netherlands	844,0	23,1%
3	Luxembourg	759,4	20,7%
4	Ireland	390,3	10,7%
5	Switzerland	211,9	5,8%
6	Germany	162,4	4,4%
7	France	91,2	2,5%
8	Belgium	69,5	1,9%
9	Sweden	63,8	1,7%
10	Spain	38,5	1,1%
11	Italy	31,1	0,8%
12	Norway	21,5	0,6%
26	Italy	31,1	0,5%



Source: Bureau of Economic Analysis

US presence in Italy



- **2.564** US companies in Italy
- **341.427** employees of US Companies in Italy
- Over **70%** of companies and workers are located in **3 Regions: Lombardia, Emilia-Romagna and Lazio**

Eu's FDI to US

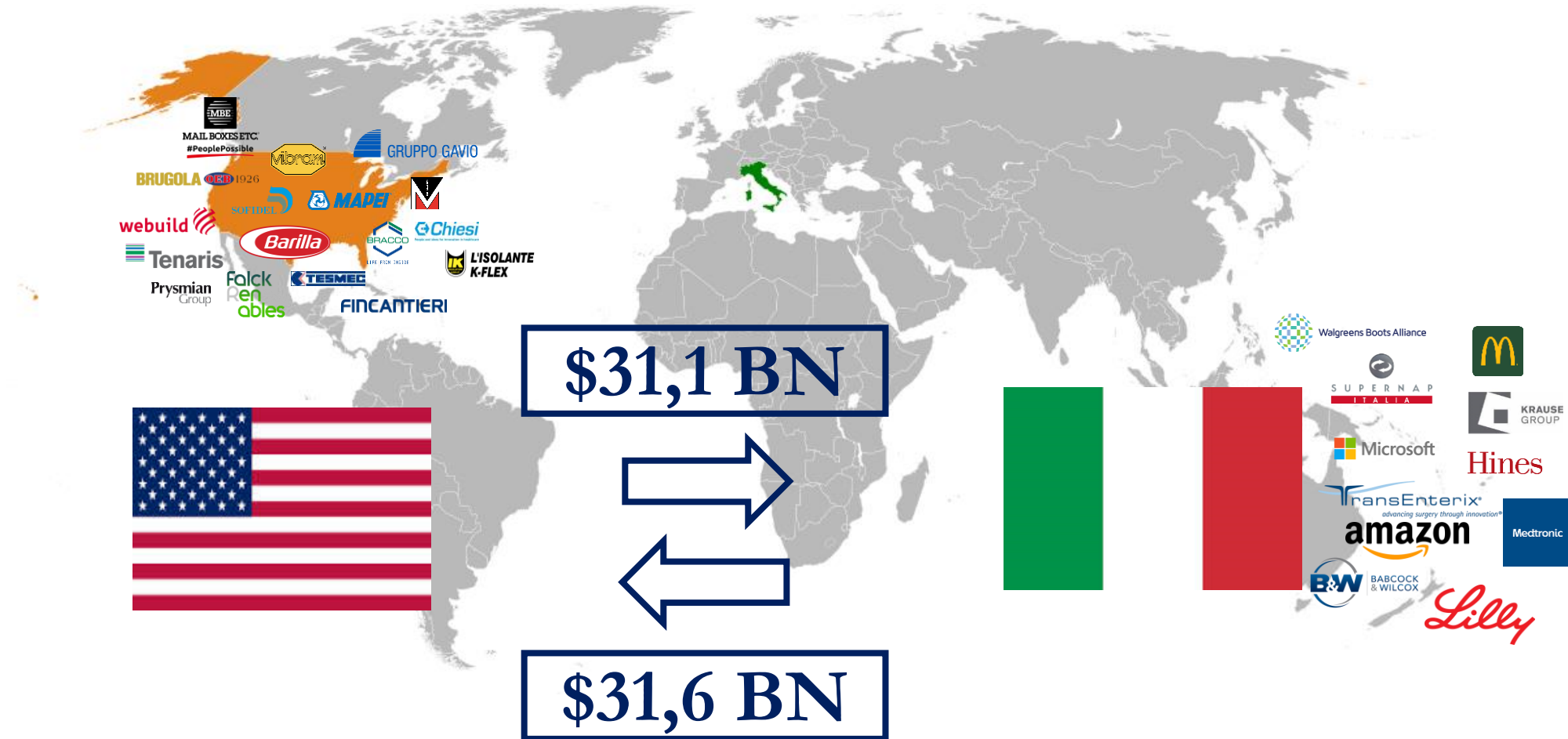
#	FDI from Europe to USA	Total 2020 \$ BN	Total %
	Europe	2.946,2	100,0%
1	United Kingdom	486,9	16,5%
2	Netherlands	484,0	16,4%
3	Germany	411,3	14,0%
4	Luxembourg	316,8	10,8%
5	Switzerland	300,3	10,2%
6	France	285,1	9,7%
7	Ireland	240,1	8,2%
8	Spain	88,4	3,0%
9	Belgium	74,6	2,5%
10	Sweden	55,4	1,9%
11	Italy	31,6	1,1%
12	Denmark	30,7	1,0%
18	Italy	31,6	0,7%



Source: Bureau of Economic Analysis

...FDIs still growing

Anno 2020



Italy's presence in USA...



– 1.200 US companies controlled by Italian companies

– 10% with direct US manufacturing

– 36,5% in the North-East

– Top 5 States

1. NY (210, 18,8%)
2. FL (128, 11,5%)
3. CA (95, 8,5%)
4. IL (85, 7,6%)
5. NJ (67, 6,0%)

Lo Stato della California



- ✓ With nearly 39.2 million residents (423,970 km²), it is the most populous and the third-largest U.S. state by area.
- ✓ California's economy ranks among the largest in the world. As of 2021, the gross state product (GSP) was \$3.3 trillion (\$85,500 per capita), the largest in the United States. If it were a country, it would be the fifth largest economy as of 2020 as well as the 37th most populous.
- ✓ The five largest sectors of employment in California are trade, transportation, and utilities; government; professional and business services; education and health services
- ✓ Computers and electronic products are California's top export, accounting for 42 percent of all the state's exports.
- ✓ California has an idiosyncratic political culture compared to the rest of the country and is sometimes regarded as a trendsetter.
- ✓ In socio-cultural mores and national politics, Californians are perceived as more liberal than other Americans, especially those who live in the inland states.

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: <i>“Why should I buy yours?”</i>
8	Customer care & post-purchasing assistance
9	Respect the deadlines
10	Visas for frequent travel to the USA





★ Est. 1915 ★

Thank you!

Paolo Ceresa
29 june 2022



★ Est. 1915 ★



CÁMARA DE COMERCIO ITALIANA EN MÉXICO

Attività di supporto
all'internazionalizzazione delle
PMI

La Camera di Commercio Italiana in Messico (CCIM) è un'associazione civile che riunisce aziende italiane e messicane, imprenditori e professionisti di diversi settori, uniti dalla volontà comune di stringere, consolidare ed accrescere i rapporti tra l'Italia e il Messico.

Fondata nel 1948, la CCIM fa parte delle 84 Camere di Commercio Italiane all'estero, riconosciute dal Governo Italiano, in 61 paesi. La sua missione è favorire le relazioni economiche e commerciali tra le imprese di entrambi i territori attraverso una piattaforma di iniziative e servizi che stimoli la crescita condivisa e la rete di contatti reciproci.

Fuso orario Messico e Italia	Rispetto all'Italia: -7
Superficie	1.960.189 kmq
Popolazione	126.14.024 abitanti
Capitale	Città del Messico
Moneta	Peso messicano (MXN)
Ordinamento statale	Repubblica Federale
Suddivisione amministrativa	32 Stati e Città del Messico
Religione principale	Cattolici (89%)
Lingua ufficiale	Spagnolo

2°

Mercato di sbocco per l'Italia nel continente americano

15°

Economia mondiale

2°

Economia in America Latina

13°

Posizione occupata dall'Italia come fornitore del Messico

2°

L'Italia è il secondo partner commerciale europeo del Messico



Servizi alle imprese



La Camera di Commercio Italiana in Messico è uno dei pilastri che supporta le aziende nel processo di internazionalizzazione, nonché nella fase di adattamento culturale in Messico o in Italia, attraverso una lunga e profonda esperienza riconosciuta a livello nazionale.

È essenziale comprendere accuratamente il funzionamento di un mercato prima di iniziare un processo di internazionalizzazione. Pertanto, la Camera di Commercio Italiana in Messico si occupa di offrire i servizi adeguati alle esigenze del cliente.

La CCIM, altresì, si avvale della collaborazione di aziende, professionisti e istituzioni, messicane e italiane, che consentono di offrire alle realtà imprenditoriali, una varietà di soluzioni e di risultati *ad hoc* attraverso partner altamente qualificati.





Orientamento al mercato

L'analisi di prefattibilità, il cui obiettivo consiste nell'ottenere un primo parere sulla percorribilità strategica del progetto, mostra le alternative disponibili e descrive le condizioni contestuali inerenti al mercato di riferimento.

- Informazioni legali;
- informazioni giuridiche;
- informazioni doganali;
- *mentoring* con esperti del settore;
- adattamento del servizio o del prodotto al mercato di riferimento;
- posizionamento del prodotto;
- canali di *marketing*;
- ecc.



Scelta di partner commerciali e/o primo approccio al mercato

- Partner commerciali, clienti e fornitori;
- organizzazione di incontri B2B, virtuali o in presenza;
- missioni commerciali;
- partecipazione a fiere;
- ecc.



Supporto logistico e/o operativo alle prime operazioni di mercato

- Rappresentanza commerciale;
- pratiche di importazione;
- canali di promozione attraverso la rete di contatti;
- eventi personalizzati;
- studi di mercato;
- *call center*;
- ecc.





Eventi di *networking*



La Camera di Commercio Italiana in Messico ha creato e consolidato negli anni un portafoglio di eventi di *networking* unici ed efficaci. Iniziative che si sono sempre dimostrate un importante acceleratore per ampliare la propria rete di contatti.





CÁMARA DE COMERCIO
ITALIANA EN MÉXICO



C2Future

CARAVELA COFFEE





Education

- Better quality coffee
- Higher productivity
- Sustainable production



Direct Long-term Relationships

- Trust
- Transparency
- Reduced uncertainty



Quality Based Pricing

- Increased income
- Higher investment



Profitable business for All

A sustainable coffee future for generations to come

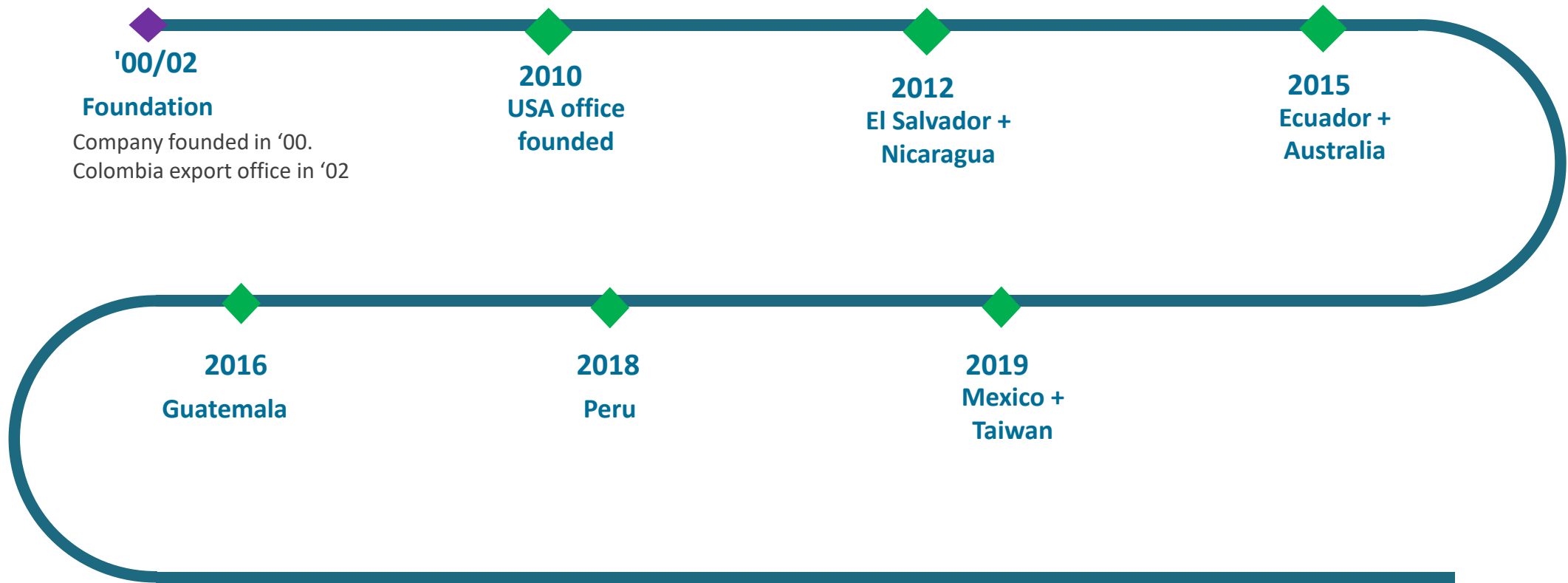
WHERE ARE WE?



WHERE ARE WE?



We partner with more than 500 specialty coffee roasters from all over the world



1. While all countries in Latin America speak a version of Spanish, each country has their own language.
2. Taxes are a very, very complex
3. Labor law is also quite complex
4. There is an enormous talent pool of young, hungry, hard working men and women, eager to make their mark in the world

1. Long working hours, but low productivity.
2. Most organizations tend to be highly hierarchal. Most local businesses do not implement modern management practices.
3. Building local networks can take time – it also involves building personal trust

1. Find local legal support
2. Learn about local taxes and regulations
3. Spend time recruiting and getting to know your local team
4. Leverage organizations such as C2Future that can help you:
 - Identify Opportunities and Partners
 - Bridge Knowledge gaps
 - Build local knowledge and high-level contacts
 - Learn from prior experiences, avoiding potentially costly mistakes



GRAZIE!
THANK YOU!



Incubators and accelerators: their role in SMEs development

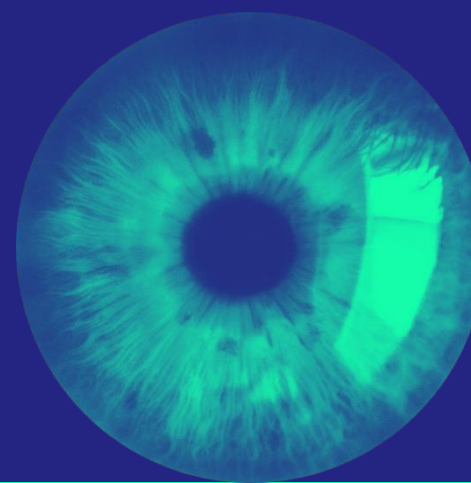
Start-HUB / Brescia incubator
Transforming ideas in successful ventures

ALBERTO BONETTI

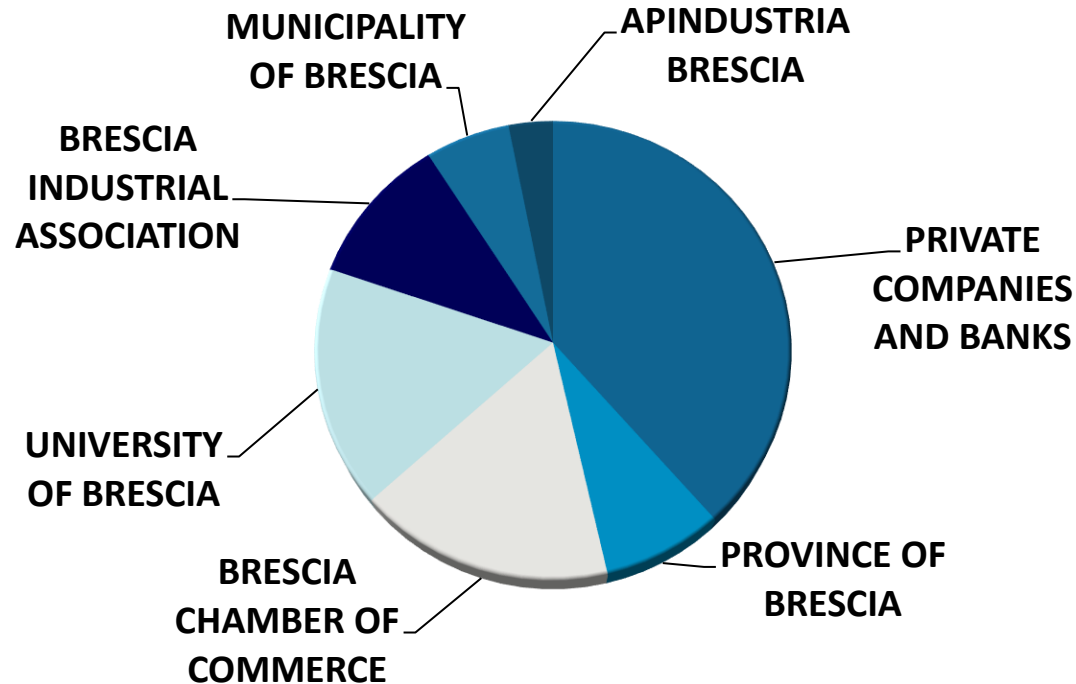
Head of Project Funding – CSMT Gestione Scarl

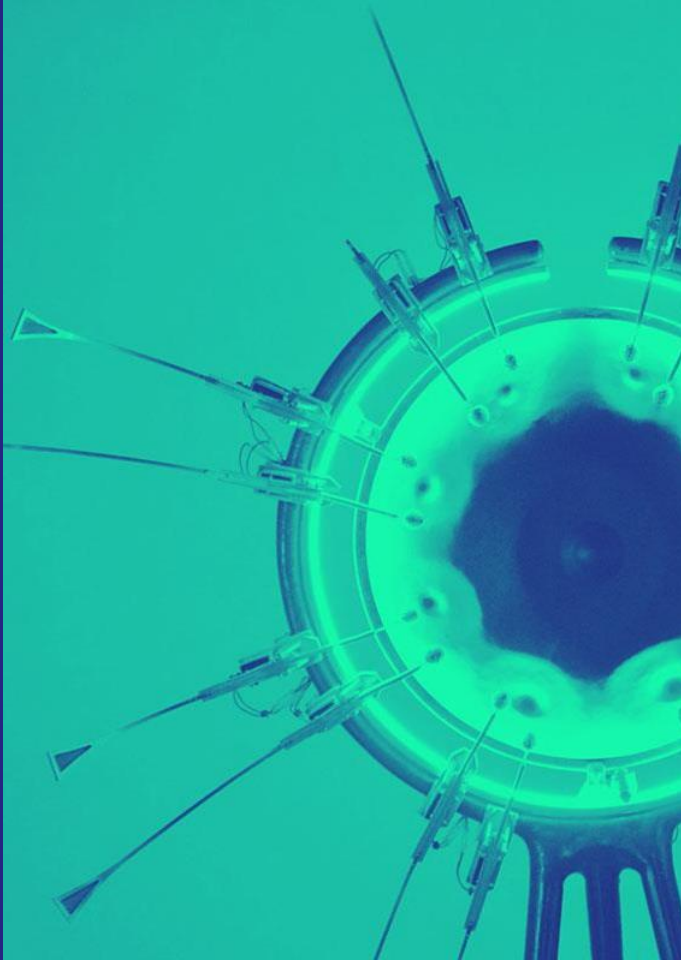


Promoting Sustainable Innovation



Corporate structure





TECHNOLOGY TRANSFER

A point of reference for the territory, institutions and companies, who want to embark on a path of sustainable product and process innovation, thanks to the aggregation of skills from the academic world, research centers and the network of partner companies and SMEs.

PROJECT FUNDING

Support in the evaluation of the most **innovative proposals**, for the search for funding at European, national and regional level; preparation of the necessary technical and administrative documentation and support in the design and development phases

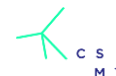


HOUSING & CONTAMINATION

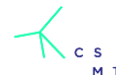


Spin-offs, startups, researchers and companies united by the search for innovation, which share an environment of **contamination of ideas**.

Brescia HQ Partners



Gardone VT Partners



Start-Hub – Brescia incubator

- StartHUB: StartUp and Innovative Contamination HUB

A business incubator as a reference pole, providing integrated services:

- technological support,
- business planning and strategic marketing,
- training in entrepreneurial logic,
- protection of know-how,
- public and private fund raising,
- legal, tax and management consultancy,
- provision of spaces for the company and the prototyping of products.

StartHub – Scope

- Allowing rapid and sustainable growth of the incubated SME, also supported by relevant stakeholders (Industrial Association, Chambre of Commerce, University. Provincial and Regional governments, etc.)
- Creating an area of technology transfer of the initiatives that arise from the University, doctoral and research paths
- Accelerating SMEs growth, also in connection to investors and venture capitalists

StartHub – Objectives

- Providing accompanying services for the creation of innovative SMEs, startups and incubation (coaching), through appropriate tools and essential knowledge to tackle the business path
- Reducing the technical and financial risks of the entrepreneurial initiative and Accelerating the time-to-market of the products / services developed

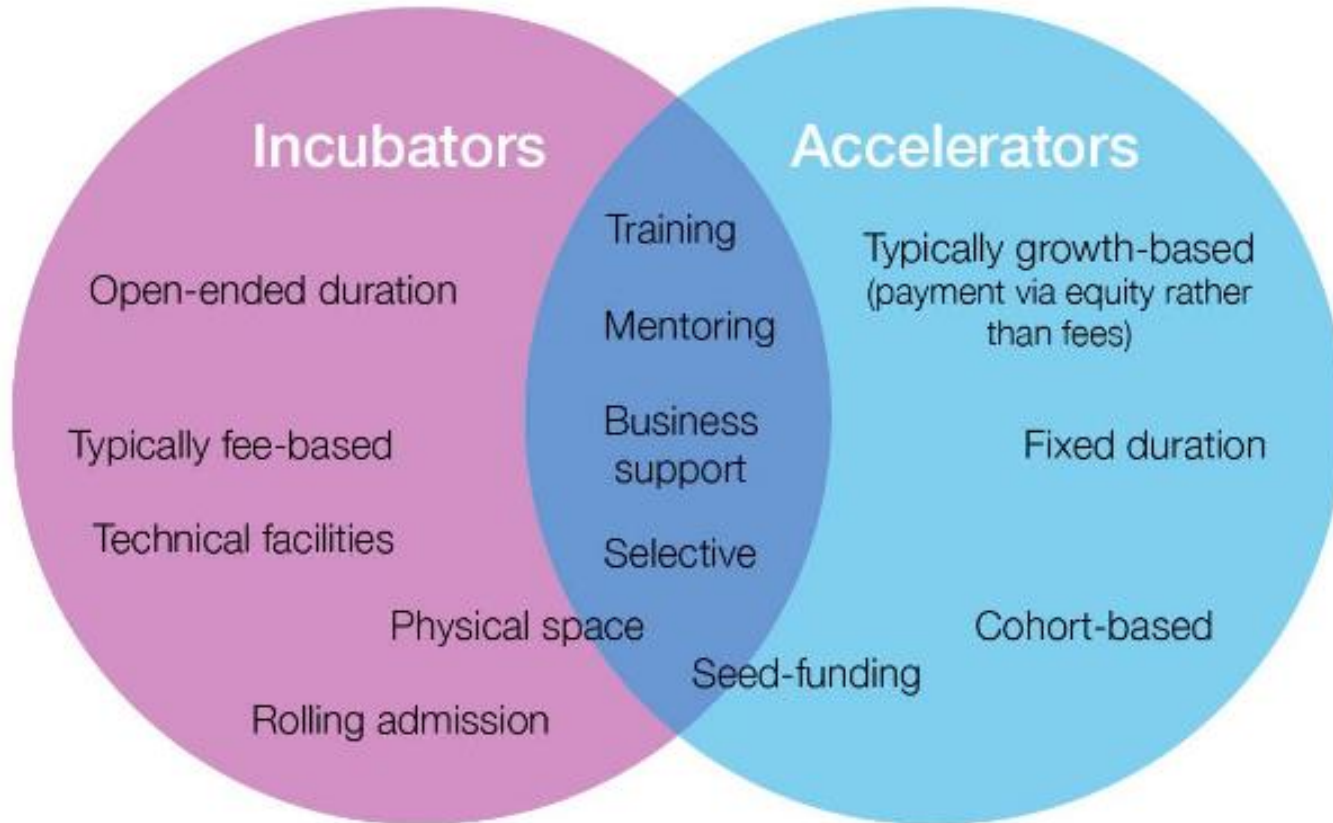
StartHub – Services 1/2

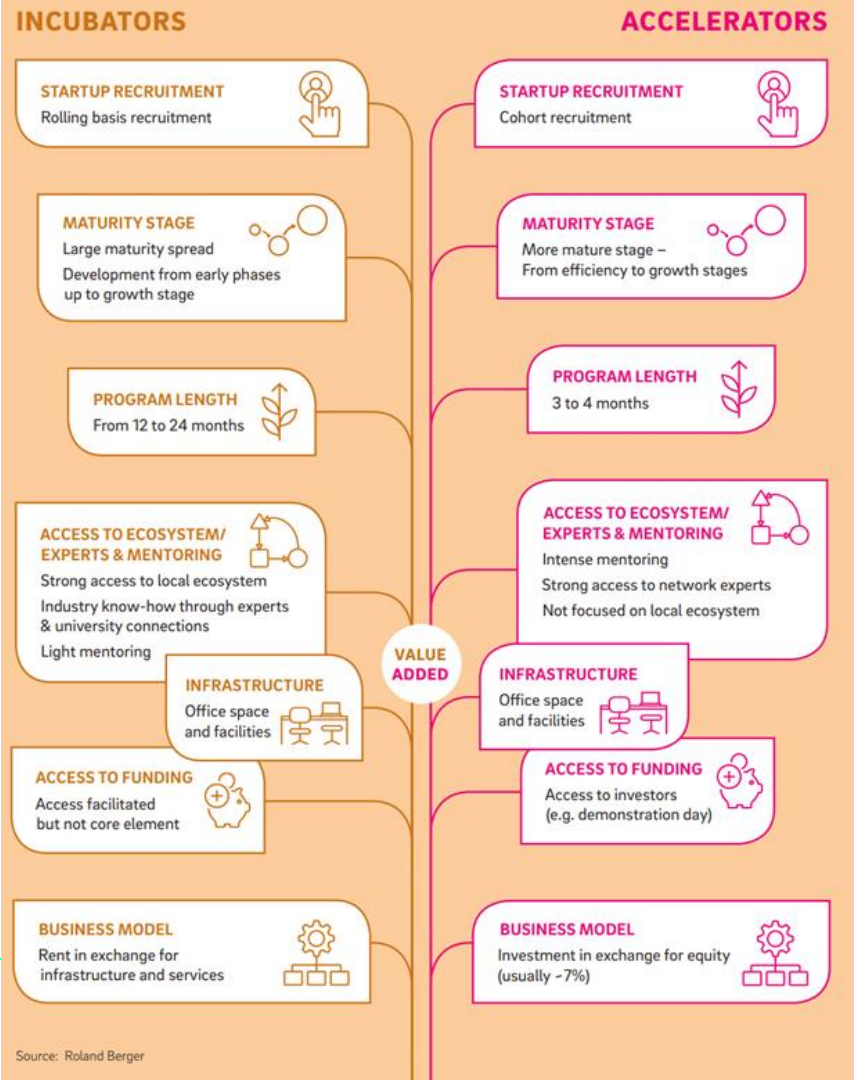
- SME Physical Incubation (spaces and laboratories)
- Technological consultancy for:
 - ✓ Product development (prototyping)
 - ✓ Process development (process design, digitization)
- Project financing and relations with public and private investors
- Networking with technology partners, suppliers and customers

StartHub – Services _{2/2}

- Business definition support (economic-financial consultancy), Strategic Finance Advisory
- Strategic marketing and entrepreneurial mindset
- Certifications and quality
- Legal support and know-how protection (patents, trademarks, intellectual property)

Incubators vs Accelerators

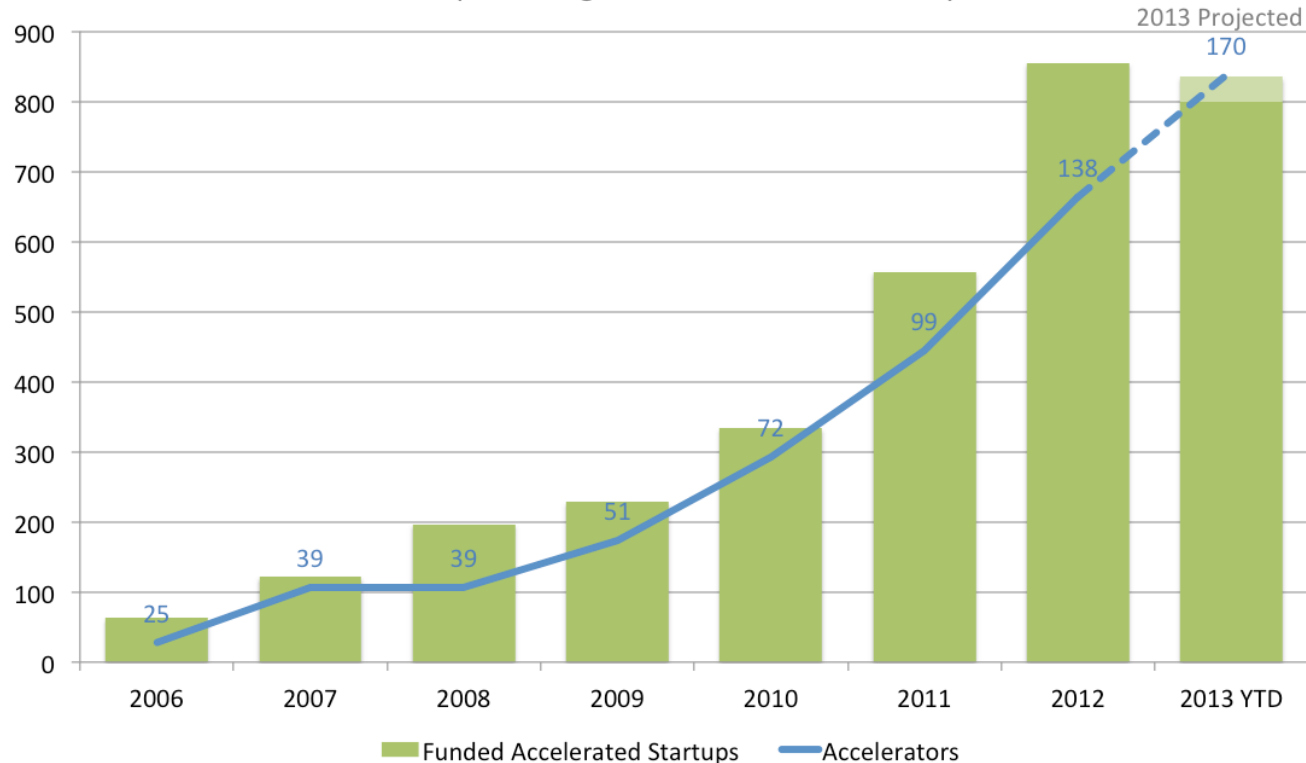




Source: Roland Berger

Accelerators: impacts?

Accelerated Startup Funding vs Accelerator Growth by Year



Source: CrunchBase

29/06/2022



thanks
all rights reserved

Alberto Bonetti
a.bonetti@csmt.it

M. +39 342 8710060

www.csmt.it



Kilometro

Rosso

innovation
district

**Campus, people,
innovation**



Kilometro Rosso is where
Business and **Research**
get together

Kilometro Rosso is a **Technology
Transfer Agent**, committed to foster
innovation processes and to stimulate
collaborations among research centers,
universities, its **Resident Partners** and
companies on a global scale

Resident Partners share and promote
the **Open Innovation paradigm**

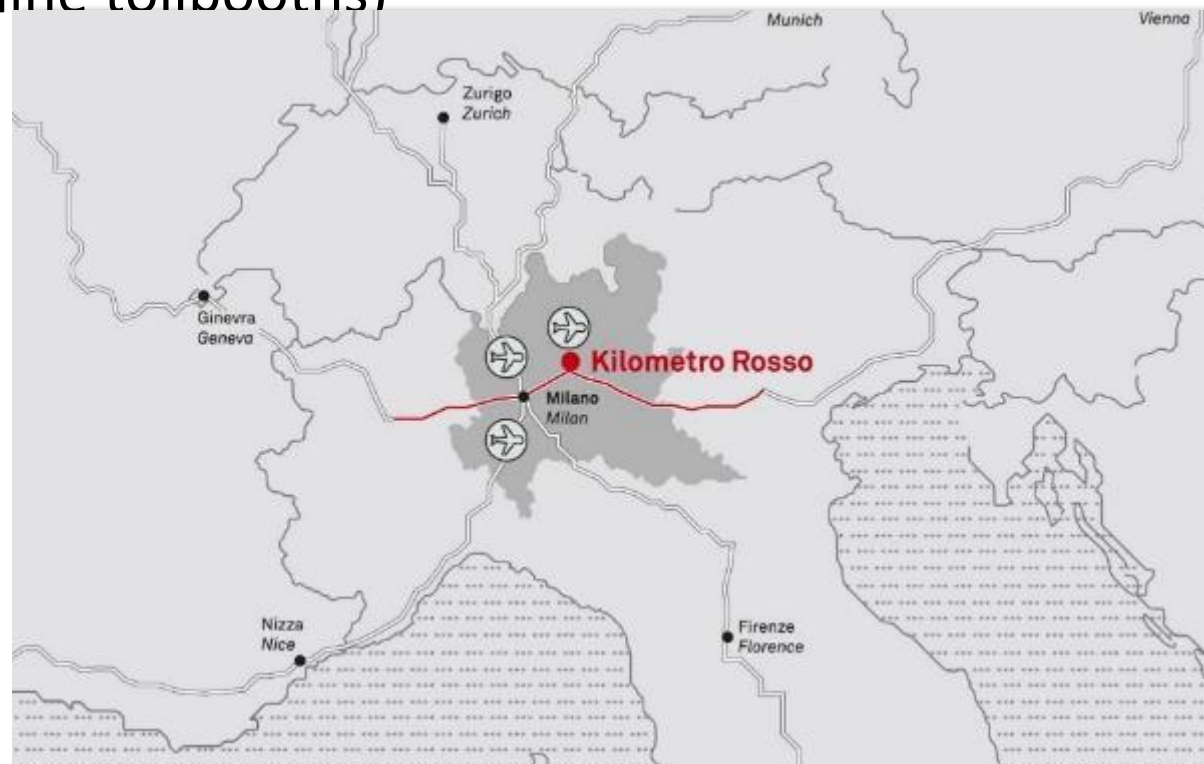


Strategic position

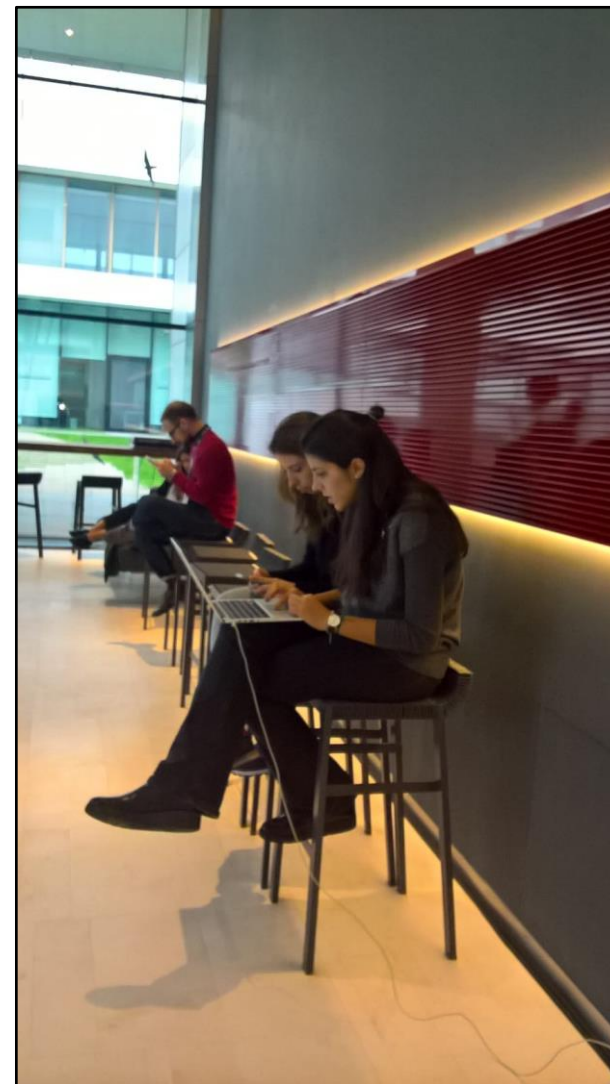
Kilometro Rosso stretches parallel to **Autostrada A4**, the most important highway in Northern Italy,
and is located near **3 international airports** and an extensive rail network.

- Two Highway A4 exits (Bergamo and Dalmine tollbooths)
- 10 minutes from Orio al Serio Airport;
- 40 minutes from Linate Airport;
- 60 minutes from Malpensa Airport;
- 15 minutes from Bergamo city centre
- 40 minutes from Brescia city centre
- 45 minutes from Milano city centre

Great visibility: **100.000.000** vehicles on
highway Autostrada A4 per year



- 70** hosted companies
- 2.000** staff and researchers
- 29** laboratories
- 35** R&D projects
- 133** million € R&D project funding
- 500** patents filled since 2009
- 70.000** delegates, guests from all over the world
- 140** events and workshops
- 15.000** visitors to events per year





Partner



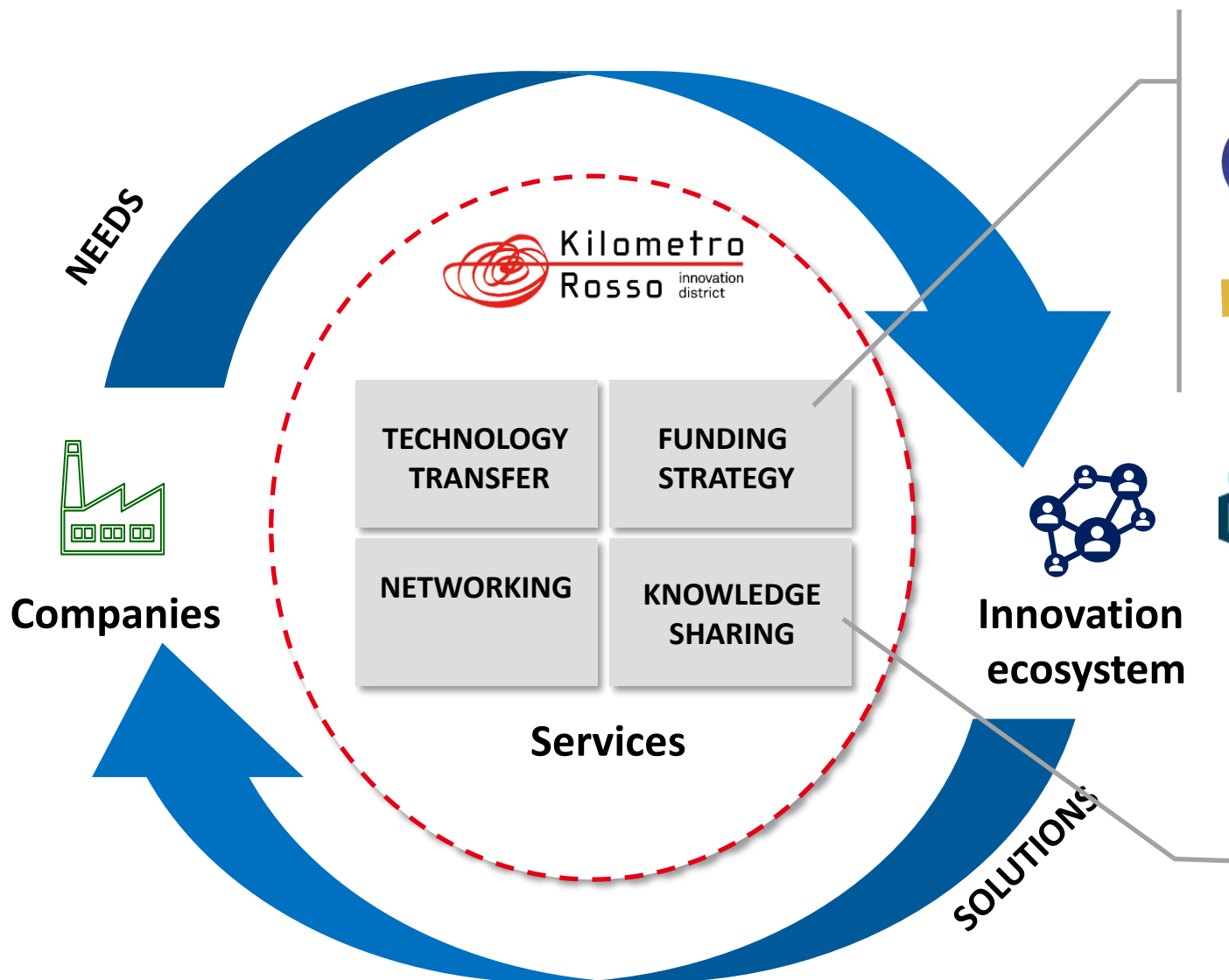
JOINT LAB
ROBOTIC INTELLIGENCE LEAGUE BERGAMO



B4i BOCCONI FOR
INNOVATION

T Tech
Transfer
Think
Tank:4T

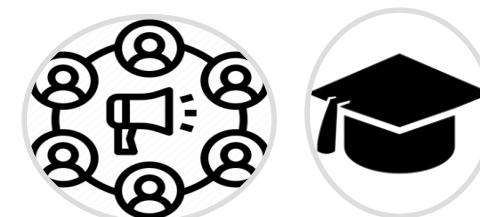
OPENITALY
elis



HORIZON EUROPE

eureka!
venture SGR

TEAM CYZERO





Higher Education

Universities and private institutes offer education programmes ranging from Masters degrees and practical training to upskilling courses for professionals.



Energy and Sustainability

Enterprises and research bodies working on energy management, environmental impact, renewables, hydro-geologic risks and smart technologies



Advanced Materials

Public and private bodies developing high-performing composite materials and biomaterials.



Engineering, Prototyping and Design

Companies and professionals specialising in 3D prototyping, industrial design, ergonomics and the creation of user interfaces.



Life Science

Enterprises and research centres developing solutions in the fields of biomedicine, health and diagnostics.



ICT - Information and Communication Technology

Teams developing software, applications, professional and consumer portals and industrial solutions.



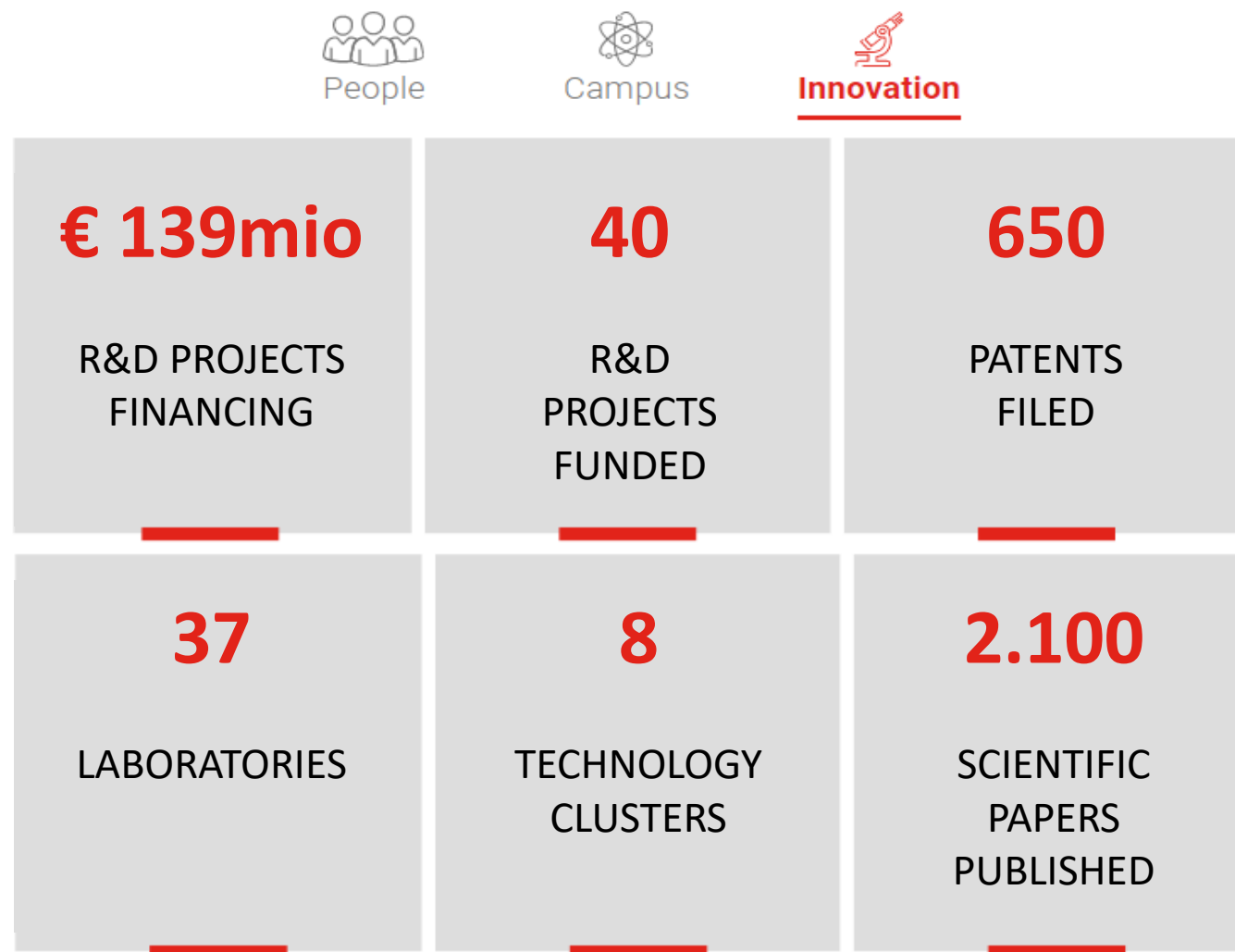
Mechanics and Mechatronics

Companies and associations specialising in modelling, simulation and prototyping of control systems with applications in the fields of robotics, industrial automation, biomechanics, avionics and automatic mechanical systems.



Advanced Innovation Services

A system of companies and professionals supporting innovation activities: from intellectual property protection to patenting, from marketing to logistics, from fundraising to project management.



Kilometro Rosso offers professional services to help your business grow.



Research and Development

Patents, intellectual property management, consulting, technology transfer.



Business Incubation

Tutoring innovative companies and start-ups.



Innovation Funding

Fundraising for R&D activities and start-ups.



Knowledge Sharing

Training, education and dissemination.



Networking

Shared R&D and Business Development activities.



Promotion and Marketing

Promoting the district, the projects and the innovative activities of our Resident Partners.



The JOiINT LAB is a joint laboratory dedicated to **collaborative robotics** and **Artificial Intelligence** in the field of industrial automation.

Promoted by



partners



in collaboration with



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO



POLITECNICO
MILANO 1863



Agenzia nazionale per le nuove tecnologie,
l'energia e lo sviluppo economico sostenibile



UNIVERSITÀ DEGLI
STUDI DI PAVIA



ISTITUTO
ITALIANO DI
TECNOLOGIA



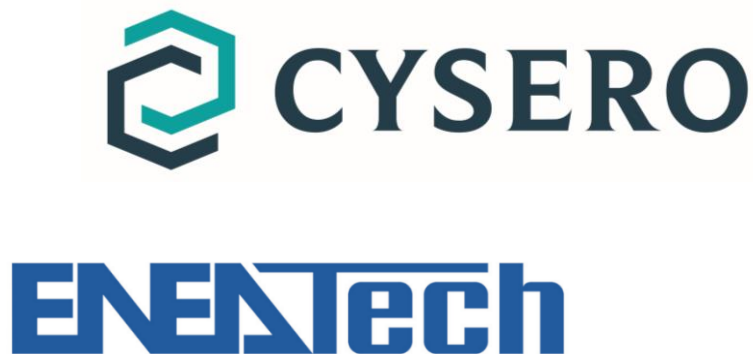
UNIVERSITÀ
DEGLI STUDI
DI BRESCIA



Consiglio Nazionale delle Ricerche



INFN Istituto Nazionale di Fisica Nucleare

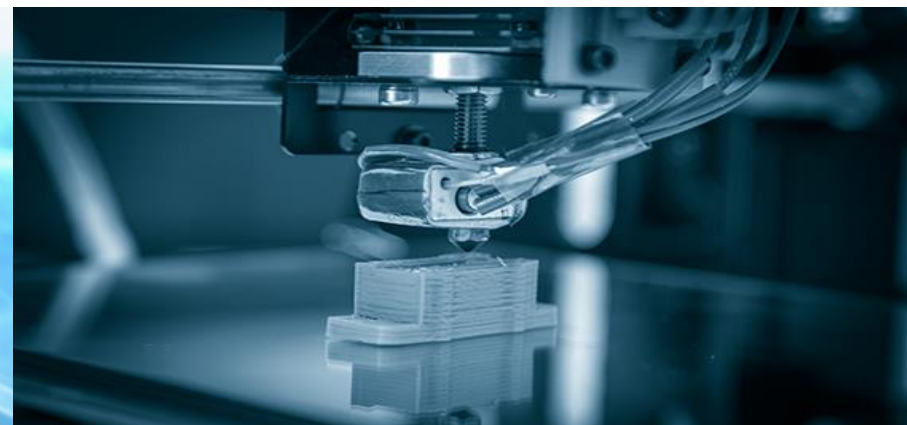




3D Printed Heat-Exchangers for Household Coffee-Machines

3D Coffee wants to create an innovative passive heat exchanger for more sustainable, and high-quality coffee preparation.





Additive Manufacturing Quality And Monitoring Control System

AM-QTOOLS project will develop an AM online quality monitoring mechanism based on model-based design, real-time data and machine learning models

AM-QTOOLS will boost AM technologies within the SMEs





Understanding the ethics and regulation of artificial intelligence. A competencies' strategy for managers and trainers.

A set of modules on the main challenges of AI: liability, insurance and risk management arising from AI applications; product safety and certification; AI and human rights; safe and user-friendly design etc.





TE@CH
ADDITIVE manufacturing academy
TO BOOST TRAINERS' COMPETENCES IN INDUSTRY



Additive Manufacturing academy to boost trainers' competences in industry

A flexible and personalised training strategy in ADDITIVE MANUFACTURING, designed for trainers that need to upskill or reskills managers, buyers, designer, process engineers etc. operating in the manufacturing sector

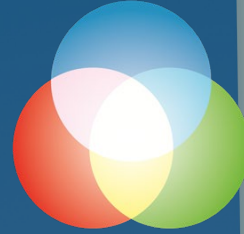
Thanks for listening

Antonella Tozzi

Project funding and Innovation Specialist

antonella.tozzi@kilometrorosso.com





SOFTECH

C2FUTURE Final Conference

An experience of internationalization in Colombia

About us

For over 30 years Softech has been providing airport environmental monitoring and highway traffic management systems, using state-of-the-art technologies and high-quality equipment. Our product portfolio includes solutions for **environmental monitoring** (noise, air quality, weather, indoor parameters, etc.), **fleet management** (location of vehicles and monitoring of CO2 emissions), **radio control room systems** and **IoT** solutions for smart cities and infrastructures.

Thanks to the experience and know-how acquired over time, we are able to supply complete and efficient systems, supported by maintenance and "environmental office" (report and analysis) services; all of our systems support third-party equipment and can be customized as needed.

We have an international presence with a reliable network of partners and customers around the world; in our work we always try to satisfy the customer's needs and to offer the best technologies available on the market.



Since 2000, we are **ISO 9001** and **ISO 14000** certified, a voluntary regulation scheme able to improve quality and environmental impact of our activities. In 2021 we also obtained **ISO 27001** which certifies the security of our data management system

Our International Presence



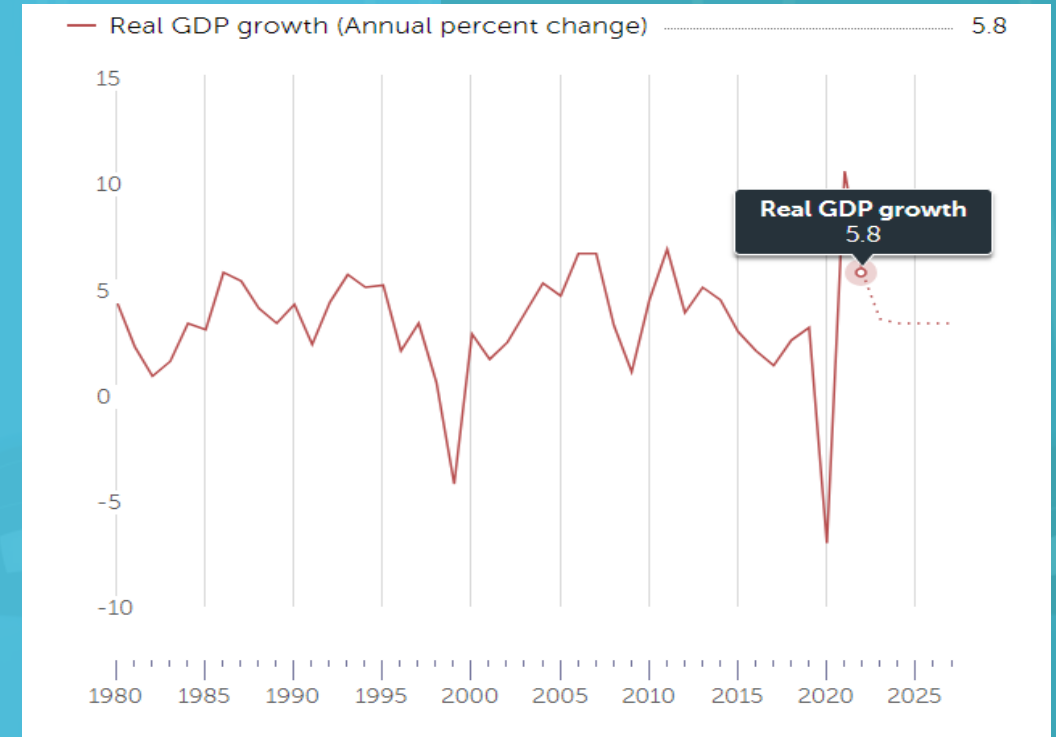
- ❖ Europe
- ❖ America
- ❖ Asia
- ❖ Africa

Why Colombia?

SOME REASON WHY WE CHOSE 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**
Especially roads and airports
- ✓ **Proximity to other major markets**
such as Mexico and Perú
- ✓ **Market size and growth**

Nowadays



Source: International Monetary Fund - last update: April 2022

The overall evaluation is positive

Current situation

➤ **Progressing projects in 3 countries**

we are currently following traffic management, smart parking and environmental monitoring projects in Colombia, Mexico and Perú

➤ **"Spontaneously" Grown Network**

proof of Colombia's strategic position (and of a successful choice of partner, of course)

➤ **Continuity in the relationships and projects followed**

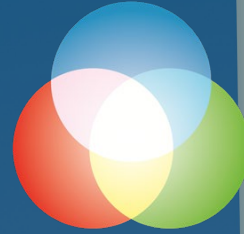
despite the covid 19 pandemic the projects never stopped. There have been some slowdowns but relations have absolutely been continuous and work has progressed

➤ **Professionalism of partners and institutions**

not taken for granted from our previous experiences

➤ **Increase of the proposed product portfolio**

following the interest shown by the market in the IoT and environmental monitoring systems



THANK YOU

www.softechweb.it



maura.alfano@softechweb.it



[+39.0331.26821](tel:+39033126821)



[Softech S.r.l.](#)