



ITALIA

LA BELLEZZA UNISCE LE PERSONE  
BEAUTY CONNECTS PEOPLE  
الجمال يجمع الناس

Partner del Padiglione Italia a Expo 2020 Dubai

## LA REGIONE LAZIO VERSO EXPO2020DUBAI

“INFORMAZIONE & FORMAZIONE 4.0” - CICLO DI DIGITAL MEETING

LAZIO'S EXPO PARTICIPATION SUPPORT  
PROGRAMME FOR THE REGION'S  
ECONOMIC ECOSYSTEM

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Rome, 28 April 2021

# AHEAD OF DUBAI

## Digital

**Fight the  
Covid 19**

**Le attività Verso Dubai 2021  
100% Digitali**

# OBJECTIVE

## Engage

**ENGAGE THE REGION'S  
INNOVATION  
ECOSYSTEM  
THROUGH DIGITAL  
ACTIVITIES**

*Lazio's Competences and **Talents**  
participate in Expo in a **Team***



## **2 PRIORITIES** and 5 strategic Sectors

- 1. Life Sciences, health, and wellbeing**
- 2. Creative and Cultural Industries - Cultural Heritage/Property and Tourism**
- 3. Aerospace**
- 4. Smart Energy and Sustainable Mobility**
- 5. Bioeconomy (Agrifood, Blue Growth, Green Chemistry, Forests)**
- 6. Enterprise 4.0 and Digital Crafts**
- 7. Water and best practices of the circular economy**

# KEY PLAYERS

1. Local Authorities and Associations
2. Startups, SMEs, Large Enterprises
3. The World of Research
4. Business networks and technological alliances
5. Citizenry



# THE ACTIVITIES of the Lazio Region

- **Conferences, workshops, and labs** are variables of the **thematic weeks**
- Sector-specific **brokerage** and **international business matching** activities both within the scope of the Expo Participation Programme and within the regional and national framework
- Participation in **Trade Fairs** and **business matching initiatives promoted by ICE – Italian Trade Agency** within the framework of Expo2020Dubai programmes
- Events aimed at **promoting the Region's** culture, art, and enogastronomy

# AHEAD OF EXPO2020DUBAI

## The Digital Roadshow

THE LAZIO REGION PROMOTES **3 DIGITALI INITIATIVES TO ENGAGE** THE LOCAL ENTITIES AND STAKEHOLDERS INTERESTED IN PARTICIPATING IN EXPO 2020 DUBAI:

- THE WORLD OF RESEARCH
- ENTERPRISES AND START-UPS
- CHAMBERS OF COMMERCE
- MUNICIPALITIES
- BUSINESS ASSOCIATIONS

WITH THE AIM OF OBTAINING FEEDBACK AND INDICATIONS AND PROFILING THE ENTITIES INTERESTED IN PARTICIPATING IN UNIVERSAL EXPO EVENTS.

### 1. Informazione

DISSEMINIAMO LE OPPORTUNITA' RELATIVE AI BANDI PER L' INTERNAZIONALIZZAZIONE E AL PROGRAMMA DI INIZIATIVE "VERSO DUBAI 2020"



### 2. Work Cafè Digitale

COINVOLGIMENTO DEI TERRITORI E DEGLI STAKEHOLDERS ATTRAVERSO TAVOLI TERRITORIALI DIGITALI



### 3. Sintesi dei feedback Emersi

CONFRONTO CON GLI ESPERTI / ADVISOR E PROGRAMMAZIONE DELLE ATTIVITA'



BIG IDEAS

4

DUBAI

2020

# THE DIGITAL ROADSHOW WORK CAFÉS

March - May 2021

Implementing 3 regional digital tables in a work café format dedicated to collecting the “BIG IDEAS” of stakeholders in the Lazio Region interested in participating in the Universal Exposition:

1. **North Lazio** – Engaging the Spaces Active in Rieti, Viterbo, Bracciano, Civitavecchia
2. **Central Lazio** - Engaging the Spaces Active in Roma Casilina and Tecnopolo, Zagarolo
3. **South Lazio** - Engaging the Spaces Active Colleferro, Ferentino, Latina.

# AHEAD OF EXPO2020DUBAI

## Training for Companies

The “**Information&Training**” digital meetings have been structured on two levels:

- A. **Guidance and Training**
- B. **Listening** to the needs of the production system and of the research and innovation ecosystem.

### Objectives:

- **Understanding the structure of the UAE market** and its potential, giving indications on **commercial, legal, and taxing aspects** to provide Lazio-based companies with the instruments necessary to boost exports and put in place an internationalization agenda for the United Arab Emirates
- **Analyzing the UAE’s country system** and the connections with the Lazio Region’s Areas of Specialization
- **Supporting the connections** between Lazio’s economic system and that of the Arab world.

# INFORMATION & TRAINING 4.0

March - April 2021

**16 March**  
**3 PM**

UAE:  
market approach  
of Lazio-based  
companies,  
positive aspects  
and criticalities

**24 March**  
**3 PM**

UAE:  
market approach  
of Lazio-based  
companies, UAE  
positive aspects  
and criticalities:  
legal &  
commercial  
aspects and  
**DIGITAL  
TRANSFORMATION**

**31 March**  
**3 PM**

UAE:  
legal &  
commercial  
aspects and the  
**AGRO-  
INDUSTRY**

**7 April**  
**3 PM**

UAE:  
legal &  
commercial  
aspects and the  
Industry of  
Health and  
**LIFE SCIENCES**

**21 April**  
**3 PM**

UAE:  
digital  
internationalization  
and  
**E-government**

**28 April**  
**3 PM**

UAE:  
Industry of  
**TOURISM,**  
inbound  
and  
outbound

# COMMUNITY OF INNOVATORS

Sectors

COMMUNITY  
DEGLI INNOVATORI

# UNISCITI A NOI

Linked **in**



SCAN ME

**AEROSPAZIO  
E SICUREZZA**



SCAN ME

**SCIENZE  
DELLA VITA**



SCAN ME

**TECNOLOGIE  
DELLA  
CULTURA**



SCAN ME

**BLUE  
GROWTH**

# LAZIO REGION SITE FOR EXPO2020DUBAI

<http://expo2020.lazioinnova.it>



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HOME

EXPO

L'ITALIA A EXPO 2020 DUBAI

IL LAZIO A EXPO 2020 DUBAI

BENVENUTI NEL

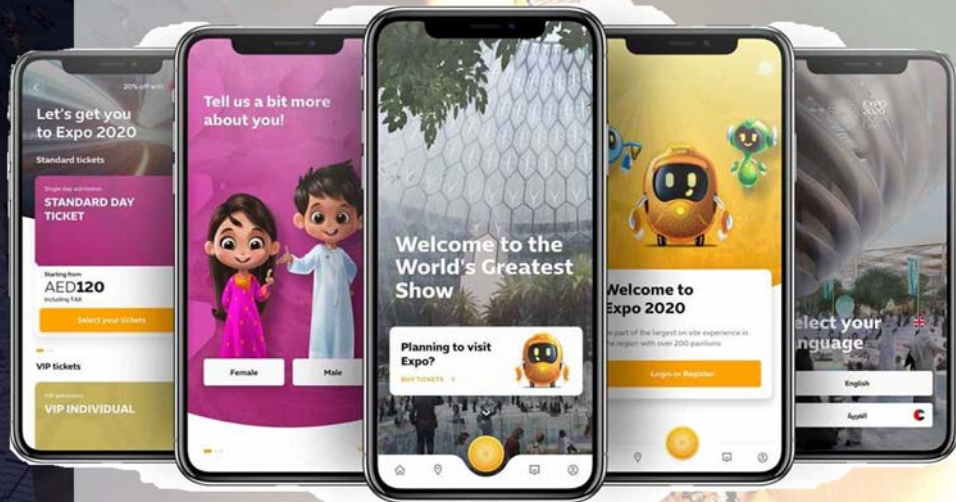
Privacy

# EXPO2020DUBAI APP

for international brokerage activities  
(launch scheduled for April 2021)



EXPO  
2020  
DUBAI  
UAE



## Functions:

- **B2B and B2G CONNECTIONS** – Make it possible for all stakeholders to have a dedicated space, enabling them to intuitively establish and maintain fast B2B and B2G connections, thus replacing the channels normally used to establish and tighten new relationships (LinkedIn; e-mail and SMS messaging; Skype; etc.)
- **\$3 REGISTER** The App download is free, but it is necessary to pay a token fee of \$3 to access the Premium functions
- Enables the **organization of meetings**: up to 30 September, via App and later also in person
- Provide **information on all the events** scheduled at the EXPO.

# EXPO2020DUBAI

## Connecting Minds, Creating the Future



### Italy Pavilion

3,500 m<sup>2</sup> surface area and over 25 m tall

*The Theme Statement of the exhibition area will be “**Beauty connects People**”, representing the Italian lifestyle in a single space experimenting **new forms of contamination.***

# EXPO2020DUBAI

## Thematic Weeks

**CLIMATE & BIODIVERSITY** - Climate change - Disaster risk management - Circular economy - At-risk regions - Biodiversity conservation  
17-23 Oct 2021

**SPACE** – Space Exploration - Governance and Law - Space data and remote sensing  
3-9 Oct 2021

**URBAN & RURAL DEVELOPMENT** - Cities & Informal settlements - Service delivery (water, energy, waste, etc.) Inclusive & sustainable infrastructure  
31 Oct-6 Nov 2021

**TOLERANCE & INCLUSIVITY** - Multiculturalism, co-existence and interfaith understanding -Indigenous communities and cultures -Accessibility (including People of Determination) -Peace and security -Inclusive dialogue and responsible reporting (media and public forums)  
14-20 Nov 2021

**GOLDEN JUBILEE** - Giving & humanitarianism - Environment & sustainability - Knowledge & empowerment - SDGs  
5-11 Dec 2021

**KNOWLEDGE & LEARNING** - Future of education and work - Skills & TVET - Informal education / knowledge systems  
12-18 Dec 2021

**TRAVEL & CONNECTIVITY** - Digital connectivity - e-governance - Smart mobility - Supply chains and trade - Travel  
9-15 Jan 2022

**GLOBAL GOALS** - Last mile delivery - Women & girls - Livelihoods & enterprise development  
16-22 Jan 2022

**HEALTH & WELLNESS** - Healthcare systems - Health-tech (tele-medicine) - Community-led health delivery - Wellbeing & happiness  
30 Jan-5 Feb 2022

**FOOD, AGRICULTURE & LIVELIHOODS** - Food systems - Food waste & safety - Value chains & smallholder farming - Food and nutrition security  
20-26 Feb 2022

**WATER** - Water management - Oceans & ocean economies - Water-based ecosystems - WASH  
20-26 Mar 2022