

# FOCUS GROUP BUSINESS NETWORKING



Help SMEs to develop european contacts with companies of the **same size** at medium & short range.

Cluster2Cluster events with a large **participation of companies** from both sides.

Short time  
Low cost

**1-day event** near-zero kilometres.

Transport by bus in order to strengthen knowledge between companies and the Cluster identity.



Km→0

My Business,  
My Projects...



Bilateral Clusters introduction, followed by 3 mins companies' **pitch presentations**:  
→ *core business*      → *areas of interests*  
→ *partner research*      → *projects*

**Catalogue of contacts** after the event and dissemination towards companies.

Communication and social campaign.



**Follow-up meeting** after 3 or 4 months, to present joint projects developed in the meanwhile and to have a second chance to focus on concrete issues.

9<sup>th</sup> February 2018

## The pilot event with the Swiss Aerospace Cluster

- ✓ 22 companies participating
- ✓ Strengthened relationships among the two territories and established basis for a possible collaboration both between Clusters and companies
- ✓ Successful event, appreciated by the Lombardian and Swiss companies