


# Project Roadmap

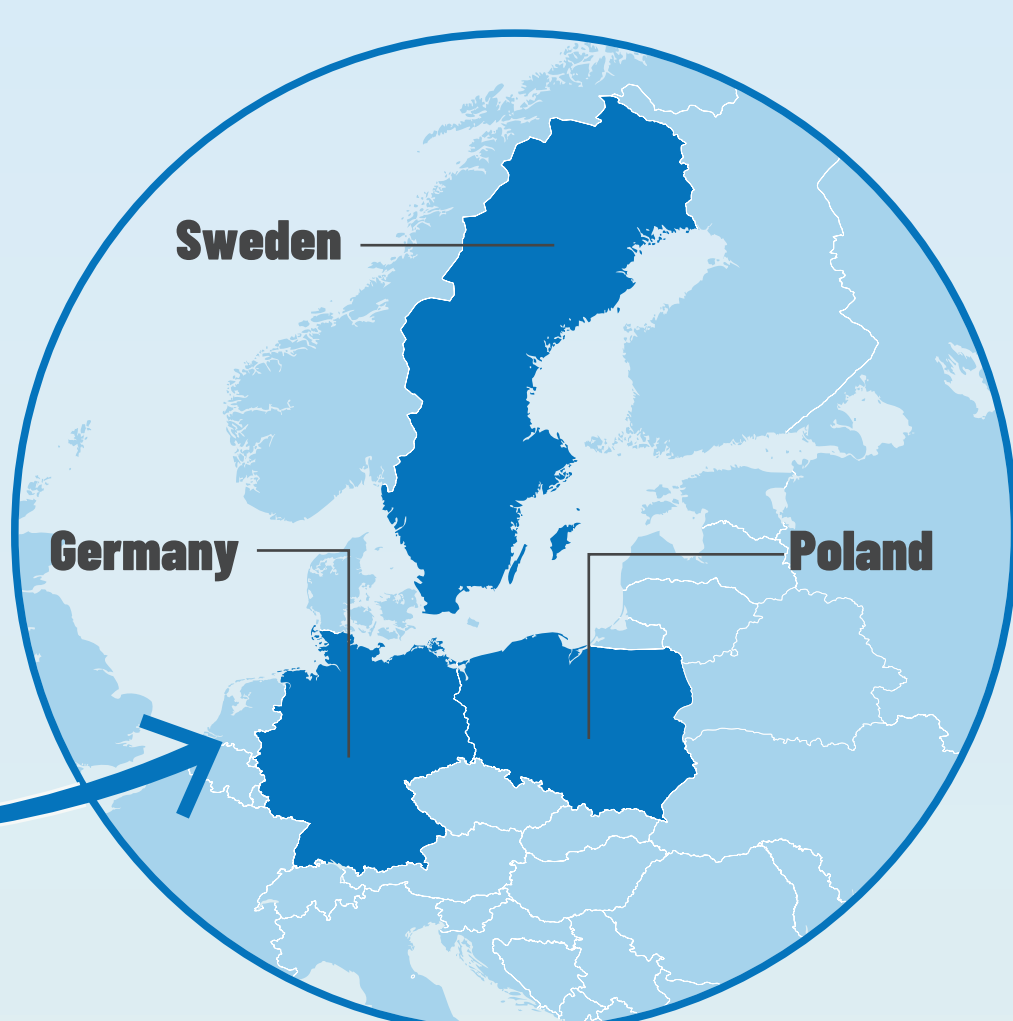
## September 2019

 Analysis of the mechanical sector market trends

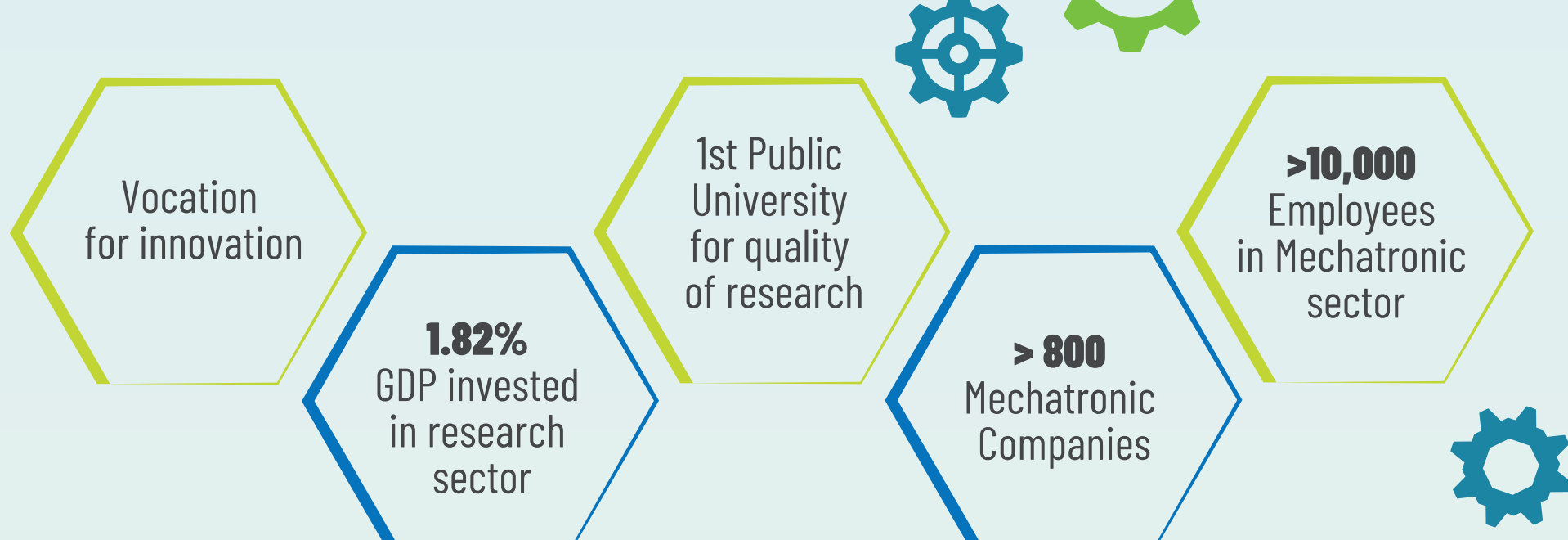
 Selection of the 3 target markets

### Criteria

- Premium price
- Mechanics/ mechatronics import growth
- Mechanics/ mechatronics growth

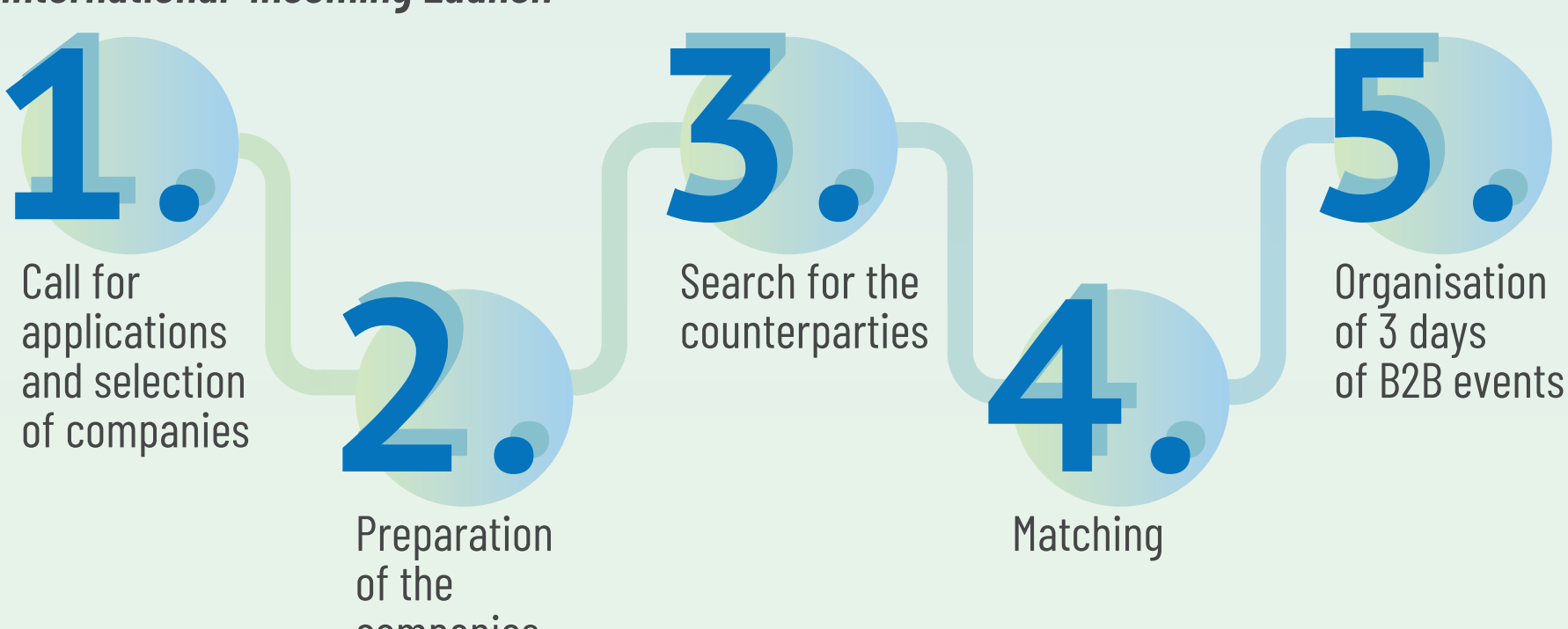


### Trentino context



## February 2020

### International Incoming Launch



## March 2020

### Covid Emergency

A choice has to be made

**Pre-condition**  
Desire to support the economic fabric at this time

Discussion with the companies  
Discussion with the stakeholders

### Steps



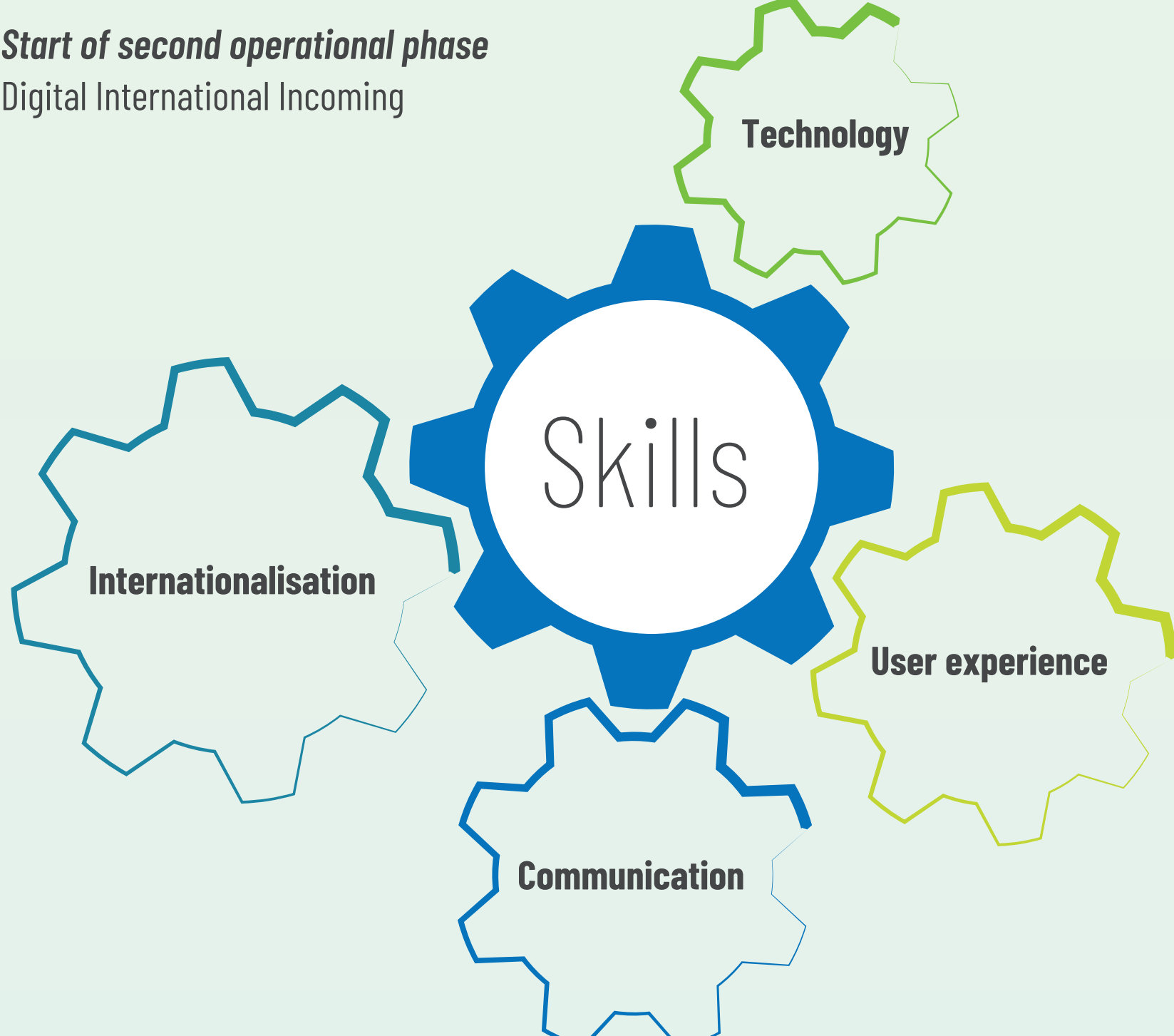
**We have chosen to continue How?**

- ★ For the 8 companies selected: evaluation of methods other than physical presence
- ★ For the 5 companies not selected: to look for alternative opportunities

## April 2020

### Start of second operational phase

Digital International Incoming



## May-June 2020

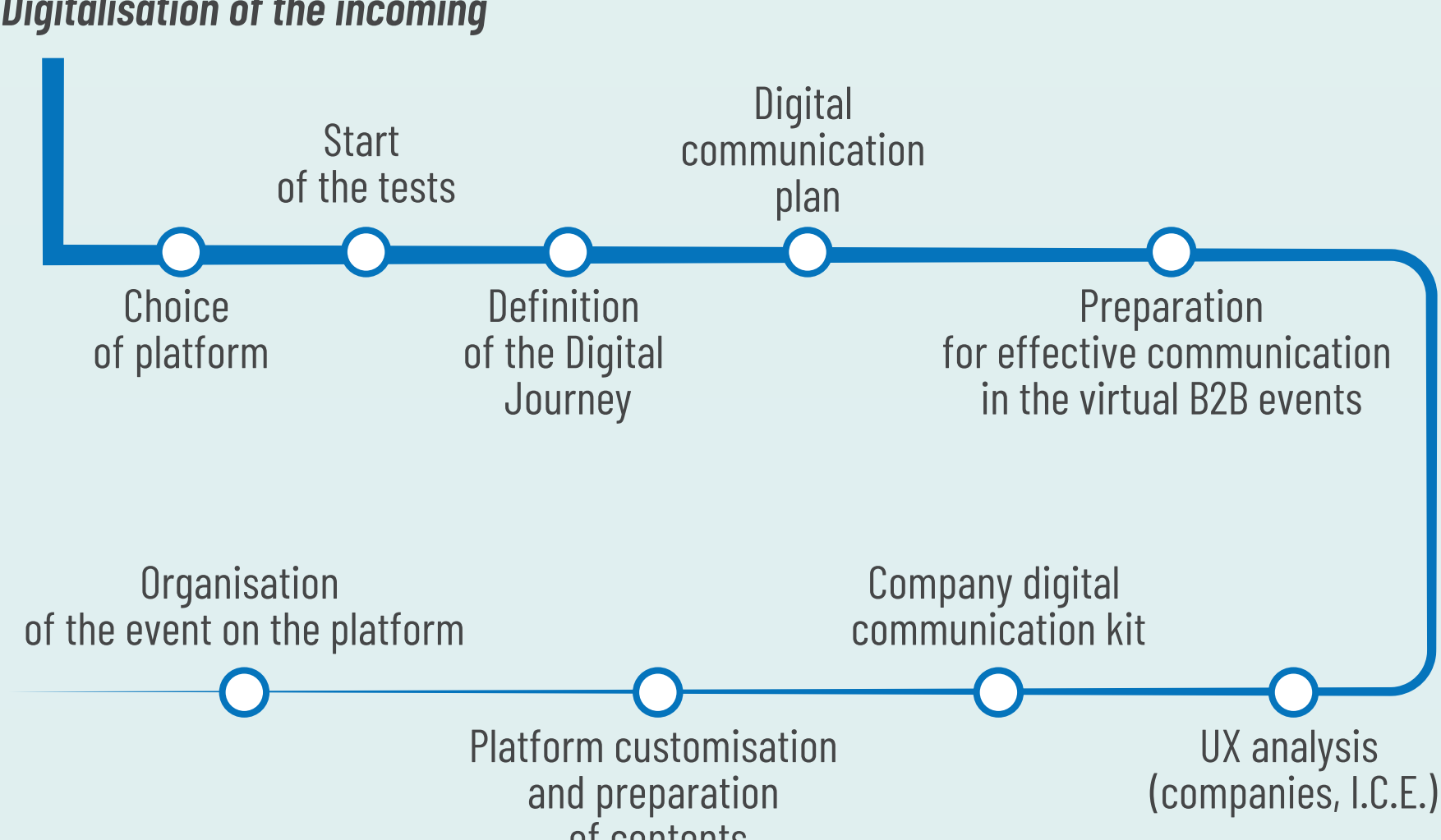
### Training course

Digital International Incoming



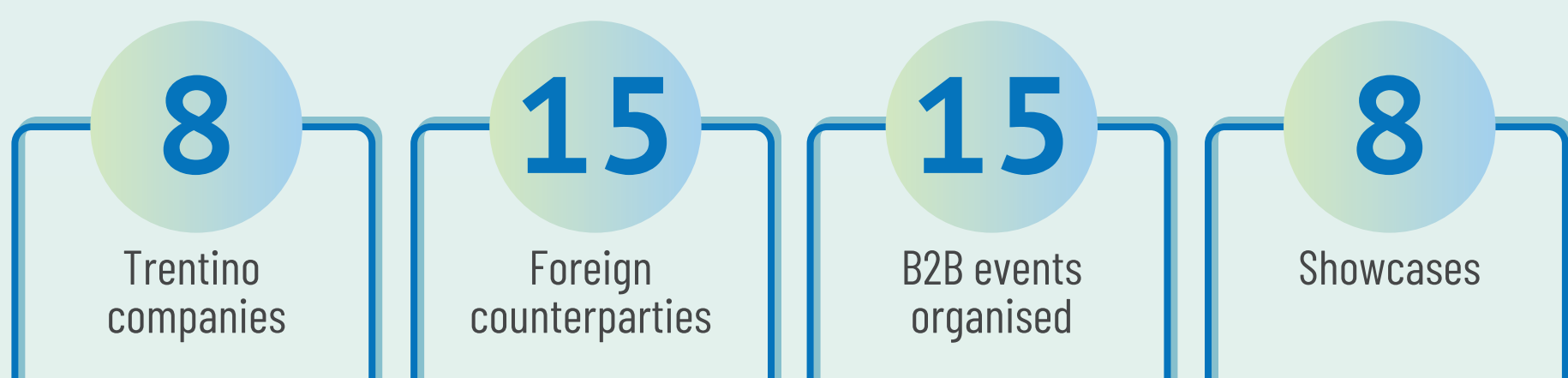
## June/November 2020

### Digitalisation of the incoming



## 24-25-26 November 2020

### International Incoming 2020



### Relevant functions

- ★ Event Management (management of all the before - during - after the process)
- ★ Showcase
- ★ Management and sharing of contents
- ★ Interaction
- ★ B2B
- ★ Poll and Survey
- ★ Creation and management of agendas



### A team effort

