

Italian Technology Exhibition



Goals of the Project

The project aims to promote the Italian capabilities inside of the Chinese Universities to enhance the awareness of what our companies are doing and to be recognized as leading manufacturing countries.

Consequently the project has some well-defined goals, and they are:

1. Increase the awareness of Italy as a country with a strong technological background (*We are not just the place of culture and art*)
2. Creating a network with Scholars and Researchers to develop joint R&D projects (*We are able to create innovation*)
3. Attract talents for our companies (*We are a great place to work*)

Project Structure

The exhibition will be an itinerant show inside the Chinese universities which are part of the network of the **Sinedrio** but not only.

The idea is to have around 30 companies each of them presenting a poster describing their technology and the related application, and the contribution of this technology to the development of China. Each company should select one or few cutting edge products or processes, which can visually and conceptually represent the technological innovation/potential of the company itself,

The posters will be prepared by a professional graphic design service, starting from images and descriptions provided by each company. The space of the show can be used also to company events (inviting for instance potential local partners/customers/suppliers) and/or for recruiting session with the local students.

Ideally the timing for the project could be the next Academic Year being ready for October after the Golden Week holiday.

The concept of the show, the posters and a short description of each company will be also published as a book/catalogue offered to selected visitors; ten copies will be given to each company.

Target Companies

The idea is to select companies operating in the following industries:

- Mechanical equipment
- Mechanical components
- IT
- Mechatronics, robotics
- Paints and finishings
- Materials
- White goods and other products
- In general any potential industry in which there is an *Italian Technology*

Criteria to select the companies

The Companies will be selected according to the following criteria:

1. Producing a product which is patented by the company
2. Physical established organization to produce in China
3. A minimum of 5 years of presence in China or even younger if they have an innovative and/or cutting edge technology to present
4. A clear pattern of development
5. A technology which shows innovation, creativity and product development capabilities

The Posters

The posters will be prepared by the a professional company starting from the information provided by the select companies using a template defined by the project teams.

The information presented in the poster – in both English and Chinese – are:

- The history of the company
- The history of the company in China
- The technology
- The application of the technology

The Exhibition

The exhibition will be hosted by several Chinese universities in different cities of China.

In each University the exhibition will stay about 3 to 4 weeks and the show starts with a launch events with the participation of the companies and of the Italian institutions if they are available.

The exhibition will be also supported by a special section of the website of the Association of the Italian Academics (<http://www.aaiic.org/>)

Financials

Each company participating at the show will be asked to sponsor the exhibition with a lump sum amount of 3,000 Euro (or equivalent in RMB).

The money will be used to cover:

- Production of the posters
- Transportation
- Communication
- Preparation of an ebook/ecatalogue of the show
- Any other emerging cost excluding any fee to members of the Sinedrio, who will do this project pro bono.

Project Team

The project is organized by the Association of Italian Scholars in China (*Sinedrio*) and the team is composed by the following members:

- Ruggero Canova, RC
- Sara Corvino, SC
- Carlo D'Andrea, CD
- Roberto Dona', RD
- Giovanni Moroni, GM
- Caterina Tiazzoldi, CT

The team is the scientific board of the project responsible to define the concept, prepare the template for the poster, and select the companies and the universities.

Deadline

Companies interested in participating to the show are required to express their interest writing an email at Roberto.dona@xjtlu.edu.cn by 30th of July.

The selection of the companies will be done by the Scientific Committee considering the adherence to the selection criteria