

## International B2B Matchmaking and Networking Event ICT businesses from Kosovo and Italy meet in Milan 13-14 June 2022

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### (pre) Press Release

The ICT – B2B Matchmaking and Networking Event is organized on 13 and 14 June 2022 in Milan/Italy, with the participation of the selected ***Kosovar ICT businesses and Start-ups*** that will have the opportunity to meet with Italian ICT companies, such as: Milano Luiss Hub for makers and students, Polytechnic University, The Fablab, Human:Int, ICT Association, and Chamber of Commerce and Industry. The aim of the event *organized by ICT for Kosovo's Growth project and Prishtina REA in collaboration with Fondazione Giacomo Brodolini srl SB* is to explore potential business opportunities and establish direct cooperation networking with counterparts from the Italian ICT sector, which represents the most vibrant Italian sector of the best developed high-tech, value-added innovation companies, as one among the leading European ICT Innovation country. ***The activity is supported by the EU funded project "ICT for Kosovo's Growth"***

- **The B2B matchmaking and networking activity** will be organized in cooperation with Enterprise Europe Network Kosovo (Prishtina REA) & ICK (Innovation Centre Kosovo). It will be managed by the B2match platform, where all participants' business profiles will be uploaded and their B2B meetings will be arranged prior to the event. This is the key activity of the event in Milan.
- On the first day of the event, Mrs. Virginia **Bonsignore** from Municipality of Milan, the H.E. Ambassador of the Republic of Kosovo in Italy, Mrs. Lendita **Haxhitasim**, and Mr Fabio **Sgaragli** from Fondazione Giacomo Brodolini srl SB will open the B2B meetings between Italian and Kosovar counterparts, which will help the companies to promote their products/services, explore possibilities and find opportunities for bilateral business synergies and collaboration.
- On the evening, a **Thematic Salon "The Digitalization - The Way We Prosper"** will be organized at the Consulate General of the Republic of Kosovo in Milan with the participation of students and start-ups from Kosovo, Albania, Italy, and other European countries.
- On the second day of the event, the representatives of Kosovar companies will have **field networking visits** to leading ICT companies (Milan).
- The Kosovar ICT business and Start-up participants are **Imbus Peja, Katrori, BBros, Polymath, Banaku, Nerdy Creative, and Deinde**. There are around 60 arranged B2B meetings.

Additionally, the event is being coordinated by **Prishtina REA**, while having participation of **Innovation Centre Kosovo-ICK** and the **Ministry of Economy** too. The Italian partner for this event is **Fondazione Giacomo Brodolini srl SB** and **Milano Luiss Hub for makers and students**.