



ENRICH in the USA Roadshow in Europe

BRUSSELS-BUDAPEST-LISBON-BARCELONA

February 17-21, 2020

- Smart City • IoT • 5G • Security
- Big Data & Data Analytics • AI
- Digital Health • Environment
- Transportation & Infrastructure
- Resilience
- Foodtech and AgTech

ENRICH in the USA is launching its first Roadshow in Europe, which will serve European R&I entrepreneurs in the field of **ICT, Health and Smart City**, by introducing **leading US market/industry experts**, and presenting ENRICH in the USA core assets and services; as well as offering an opportunity to see how their offer and business model could be tested, localized, adapted, and ready for the US market.

ENRICH in the USA **Centres, Hubs, Ambassadors, reputed investors and professional firms will be travelling** to several EU cities throughout a 5-day tour in order to showcase the US ecosystem and **to meet European R&I actors**, as well as their internationalisation channels such as **clusters, innovation centres and networks, accelerators, local government** etc. – as such connecting and building the ground for future cooperation with over 80+ European actors.

The tour will start in Brussels on the 17th of February and each day will be spent in a different location (Brussels - Budapest - Lisbon - Barcelona), with Barcelona as the final location where the tour will end on the 21st of February. In terms of the format, the day in each location is planned to start with a conference, followed by cluster/ network-visits in the afternoon to meet business support organisations and their members.

Who is invited to attend?

Research and innovation actors in Europe interested in finding US-based innovation collaboration partners / technology commercialisation partners / multipliers / investors, with a (short or long-term) plan to internationalise to the US. This includes **European innovative firms, entrepreneurs, start-ups, SMEs, researchers, clusters, professional associations**, etc.

- ➔ **If you are a European R&I actor and would like to attend a meeting in one these cities, please fill out a simple Expression of Interest form by clicking [HERE](#)**

Why business support organisations shall be motivated to host meetings?

If you are a EU-based business support organisation (cluster/network/accelerator/governmental body...), your mission includes helping your members to grow and to internationalise, and USA is one of the countries of interest for your members, this is a unique opportunity for you! The ENRICH in the USA initiative would enable your members to meet and network with leading US experts and stakeholders without having to travel to the US. The roadshow will help EU actors to better understand and grasp the US market opportunities, and to create the first important contacts for the next steps.

- ➔ **If you are interested in hosting our delegation and meetings for half a day in one of the four locations, and invite your members to participate, please contact Krisztina Dax at k.dax@inno-group.com.**

Your ENRICH in the USA team