



COOPERATION DEVELOPMENT EXPO

WEBLAB

Organized by:



FIERA DI ROMA
25-26-27
NOVEMBER 2020

*Sustainability and growth, the new
roadmap for sustainable enterprises
in the development world.*

*The Development Community comes
together for the first ALL DIGITAL
event for the sector.*

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IN FIERA DI ROMA, FROM NOVEMBER 25 THROUGH 27, FOR SUSTAINABILITY AND GROWTH:

*the ultimate virtual roadmap
for sustainable
development to find
concrete opportunities.*



*The development community
comes together within
the framework of a*

**TOTALLY
DIGITAL EVENT.**



TOWARDS 2021, TOWARDS THE SDG'S:

*a stimulating laboratory of ideas
and projects*



CODEWAY WEBLAB: THE ULTIMATE DIGITAL AGORA OPENS UP TO THE FUTURE OF THE COOPERATION DEVELOPMENT

*A B2B and B2G meeting place, that
calls out to people and the world.*

While the entire world reflects on the future health of the people, of our systems, of the global economy – **an accurate and urgent reconsidering of our future**, of societies and trends is needed. The above – in particular – must examine **the objectives** that will constitute the **founding** of **our own tomorrow**, and that of the next generations.

The use of the planet's resources and the sharing of these in a sustainable, economically attentive yet ethically responsible way, has been chosen by Fiera Roma as the light that guides the creation of an innovative event, digital and compatible with the critical issues of the moment.

CODEWAY Weblab is therefore a new meeting-place, the Agora that offers an interconnected exchange and discussion platform, shared and participated, between the actors of cooperation and development: institutions, companies, NGOs.



THEMES AND OPPORTUNITIES: THE NEW DEVELOPMENT CHALLENGES AT THE TIME OF COVID-19

Covid-19 outbreak introduces the urgent need to rethink the concept of International Cooperation, before it is crushed and canceled by the closures that the period of economic and social reconstruction following the pandemic brings along.

Paradoxically, just at a time when more cooperation would be needed, this word risks disappearing from the national political agendas.

CODEWAY Weblab therefore proposes itself as a tool, as a path to take, for the main actors of cooperation to keep interest and attention on the topic alive. A path shared with institutions, NGOs, trade associations, universities, international bodies, financial institutions, who want to get closer or stay in touch with the world of development.

So that Cooperation Development may remain significantly central in the reconstruction priorities of in the Countries, it is urgent, and crucial, to create and strengthen the partnership between the profit and non-profit sectors. From energy to agriculture, passing through infrastructure and health. All this to ensure that the Covid-19 pandemic becomes a real opportunity to offer a new vision on the subject, reformulating the priorities of cooperation, introducing significant and effective implementation methods.



THE TOPICS: ENERGY SECTOR

*Renewable energies: key factor
of economic propulsion and new vision
on climate change,
in the post-Covid context*

A widespread trend towards the development of renewable energy is registered all over the world, awaiting an imminent climate crisis and supported by the rapid progress of technology; a trend introducing benefits above all for emerging countries.

The Covid-19 crisis is also highlighting the fundamental importance of electricity in maintaining the stability of global economies. However, the access to energy - a guaranteed element of daily life in some parts of the world - remains only a mirage in others.

Far from being a luxury of mature electricity markets, **renewables are becoming the most economic source of energy** and, in many cases, they now supply at the lowest cost and in the shortest time of commercialization compared to any other technology. It is therefore clear that renewable energy represents, now more than ever, a response to the Covid-19 pandemic energy issues and to the problem of climate breakdown.



THE TOPICS: THE AGRI BUSINESS SECTOR

*After COVID-19 urgency:
the national production chains
reconstruction*

The drastic slowdown in global production and consumption combined with the crisis among the oil-producing countries has caused prices of raw materials to collapse.

The lockdown in Europe and America has also forced immigrants to stay home, thus blocking money remittances to the Countries of origin.

General feeling of fear and firm prevention measures, which kept almost all the airlines on the ground, have frozen tourism. Planning or even discussing about new investments will be very difficult for some time.

International trade is likely to pick up again, but certainly not at the pre-COVID19 rate: uncertain times and more careful purchasing behavior await us. The sudden isolation entails particularly high risks for emerging countries: the economic photography of these, in the short and medium term, portrays a marked reduction in the flows of precious currency and in liquidity.

Creating partnerships, financing the generation of agri-food chains, that involve Italian and European companies along the value chain, not only helps the identified recipient country but also - and above all - the Italian or European companies that participate in the process. In building these supply chains, the foundations are laid for greater food security. This introduces immediate opening of new markets for the enterprises involved.



THE TOPICS: INFRASTRUCTURES

*Re-thinking the cities:
sustainability drives to development*

The pandemic surely showed us how urgent it is to review urbanization patterns, both in the north and in the south the world, accelerating the debate and the attention to those environmental issues which were very actual also prior to COVID-19.

Industrialized and polluted urban centers seemed to be a perfect breeding ground for the virus. Rethinking cities and their sustainability, their mobility but also the global of the technological infrastructure will be a priority of the near future.

Just as, in Africa for example, but not only, **it becomes crucial to imagine corridors connecting rural and urban areas**, or to provide affordable and health-friendly housing for the millions of inhabitants who flock to problematic settlements, such as slums or shanty towns.



THE TOPICS: HEALTHCARE AND PHARMACOLOGY

Global response to global threats

The COVID-19 placed us all in front of the sustainability cricity of some aspects of globalization.

Low cost products (so far) such as disinfectant gel, vests and face masks turned out to be **strategic assets**.

It is therefore evedent that to relegate their production in specific (and low manpower cost) areas will no longer be possible.

Yet the supply chains serving the healthcare sector will necessary have to shorten and diversify.

Another relevant aspect is that COVID-19 made urgent was **the necessity to plan, with sufficient advance, a more efficient management of future global emergency at healthcare level**, requiring a global approach whic was very difficult in the past months.



THE NEW FORMAT: CODEWAY 2020 WEBLAB MAKES POSSIBLE...

- The access of exhibitors and attendees to the Conference and Int.l Seminars Area of the Event by means of a simple and fast registration

 - The availability to exhibitors and sponsors of visibility tools and of Web Audience for the presentation of their projects and initiatives

 - The creation of Stands and/or Collective Spaces, open to virtual visitation

 - The implementation of Virtual Reserved Zones and Special Meeting Rooms for B2B and B2G encounters

- ... And offers at the same time further **exciting interaction possibilities, of promotion and of interconnection**... in Realtime..



CODEWAY WEBLAB 2020:

*Creating an unprecedented
Connected Community*

- Professionals and buyers from Italy, Africa and the world

- Development professionals, embassies, representatives from the academic world

- Enterprises, Students, Trade Associations



SUSTAINABILITY, GOOD PRACTICE AND BUSINESS: THE AREAS OF PARTICIPATION

The following sections will be made available at the event:

- Areas of Visibility and Exposure

- Conferences and Webinars open to the national and international active participation

- Investment opportunities and promotion spaces: Investment, projects and publications will be presented

- Special dedicated and reserved rooms for B2B, B2C and B2G



THE AUDIENCE OF CODEWAY WEBLAB 2020:

*The communication
is launched at the entire
panorama of the development
and cooperation sectors,
to be the heart of an innovative,
digital event*

INSTITUTIONS

EU and EU Parliament / Un Agencies and Offices / Regional And Int.l
Institutions / Governments And Ministries / Development Agencies /
Local Governments / Chambers of Commerce / Universities and
Research Centers

PRIVATE SECTOR

Enterprises / Commercial Banks / Investment Funds /
Retirement Funds / Cooperatives

NON PROFIT AND SOCIAL IMPACT ACTORS

NGOs / Fair and Equitable Trade / Ethic Finance and Micro Credit
for the Int.l Development / Social Impact Funding /
Foundations / Fourth Sector SMEs / Immigrant Association
and Communities / Unions





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