CODE WAY EXPO
BUSINESS FOR COOPERATION

International Exhibition focusing on the role of **private sector** in the new global scenarios of **development cooperation**

15 – 17 May 2024

FIERA ROMA

Event presentation

What we define as the **international development cooperation** has witnessed various changes in recent years. What was once solely a bilateral framework between traditional actors and stakeholders now incorporates, together with civil society and multilateral institutions, **the decisive and concrete involvement of private actors.**

A result achieved by offering **new areas of action to emerging countries**: these become at the same time *beneficiaries and drivers* of a sustainable development that sees them as true protagonists.

What is CODEWAY EXPO

CODEWAY EXPO is the one-of-a-kind platform created to bring together the most important players in the world of international cooperation under one roof.

The objective of the event is **to provide tools to support and stimulate the role of enterprises** both from the public and the private sector (public and private sector) **to better cooperate within the Italian and European development aid strategy.**

CODEWAY EXPO therefore moves on in its virtuous path devoted to innovation and promotes the support of responsible business actions, towards sustainable growth and fresh employment prospects for the young generations.

CODEWAY EXPO renews also for 2024 the collaboration with **THEA - The European House Ambrosetti**, scientific partner of the event, and with **CNR, the National Research Council.** The latter, thanks to its researchers will propose innovative products and solutions ready to be used, for the development of sustainable projects and operations in the target countries.

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The macro themes

Healthcare

Agri-food and food safety

Infrastructures

Ecological transition

Education, training and future

Why exhibit: the most effective partecipation

To access new business within high level international development programs.

To take part in special B2B programs and connect with buyers and potential international partners from target countries through a pre-arranged agenda.

To get in touch with international, national and local institutions plus with international stakeholders.

The participation as exhibitors also includes the organizaton of a dedicated presentation event, and/or of a workshop that will be promoted with the general program, an opportunity reserved to exhibitors.

To position your business at the center of the global market, open to new partnerships, projects and agreements.

In a word to be part of the community of the enterprises oriented vs. ethical, responsible, sustainable business – opening up towards those research and education organizations that develop models and projects of high grade technological innovation.

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CODEWAY EXPO ON STAGE

- Exhibition Area

- International Conference and Seminar Area

- Investment Opportunities and Project Presentation

- Networking Area B2B and B2G

- Competition and Prizing Area

- Art Exhibition and Installations

- Laboratories and Country SessionsLaboratori e sessioni Paesi

- Tutorships and mentorships

- Job creation

- Donor Area

THE ACTORS
OF SUSTAINABLE DEVELOPMENT

Institutions: EU and EU Parliament – UN Agencies – International Institutions – Governments – Ministry – National Development Agencies - Regions and Local Governments – Chambers of Commerce – Universities and Research Centers

Private Sector: Enterprises – Commercial Banks – Investors – Retirement Funds – Cooperatives, Consortia and Associations

No profit and Social Impact: NGOs – Fair Trade Organizations – Ethical Finance and Micro Credit organizations for International Development – Organizations from the Civil Society – Foundations – Social Impact Funds – Enterprises from the 4TH sector – Organizations and Associations of Migrant Communities – Unions and Syndacates

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CODE|WAY|EXPO
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The European House
Ambrosetti

CODEWAY EXPO, during its past edition counted with the patronage and the support of primary institutions at national and international level.

In this framework we are proud to confirm that the positive experience of CODEWAY EXPO starting from 2022 was remarkably and successfully influenced by the precious partnership established with **The European House Ambrosetti (THEA)**, the renowned private strategic consulting firm, among the first independent at global level and surely top ranking in Europe.

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INTERNATIONAL NETWORKING
THE PROGRAM

PIVOT & TESTIMONIALS. Selected guest invitation programs from markets and target countries of the cooperation actions will be set out for the event. These guests will be invited to talk about their concrete experiences in bi-multilateral contexts, and to participate in discussions and meetings at various levels.

COUNTRY PITCH / COUNTRY PRESENTATION. In collaboration with institutions and stakeholders CODEWAY EXPO will identify countries and institutions that will participate and animate meetings, training sessions and discussion tables in a B2G perspective aimed at giving guidelines and practices addressing the challenges posed today by the global development situation.

WEBINAR AND EDUCATION. The program of conferences and webinars will address specific topics relating to the approach to markets, opportunities offered by tenders and other actions, organized with the support of agencies, academia, civil organizations and donors.

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INTERACTIVE PROGRAM FOR ENTERPRISES

CODEWAY EXPO 2024 will stage a special interactive program specially designed for enterprises.

The topics covered will be:

- **FINANCE AND PROCUREMENT**
- **CORPORATE PITCHES**
- **BOARDROOM SESSIONS**

FINANCE AND PROCUREMENT - Exchange and comparison sessions among Financial Institutions, DFIs and companies, to introduce new financing lines and/or Procurement methods, with time available for Q&A.

CORPORATE PITCHES - Time Slots available to enterprises for pitches in which these will be allowed to present, a product and/or project to a selected audience, assisted by moderators.

The pitches will be collected through a specific 'call for ideas' aimed at SMEs and startups.

BOARDROOM SESSIONS - A reserved "closed session" on specific projects, to gather the relevant audience and key private stakeholders around one qualified table.

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INTERNATIONAL NETWORKING

IN COLLABORATION WITH

CODEWAY EXPO is part of the b2b program called EEN (Enterprise Europe Network).

All **CODEWAY EXPO** participants will be offered the opportunity to take part in the B2B sessions, in two days of bilateral meetings. The B2B (and B2G) event is called **B4C – BUSINESS FOR COOPERATION. Registrations will be possible in advance thanks to the B2MATCH platform**, a user-friendly support that allows participants to select and schedule meetings with potential cooperation partners.

The **B2MATCH Platform** will offer the possibility for the European business, **research and NGO communities** to create meetings, explore the most diverse projects, opportunities and marketplaces, at a European and international level.

The system of networks made available by the actors participating in the EEN project will be able to interact with the world of the "traditional" protagonists who interpret development and innovation, sustainability and transition in an SDGs key, this interaction will be an element of absolute novelty in the reference context.

OPEN TO ALL: THE NEW CODEWAY PLATFORM FOR THE DEVELOPMENT ACTORS

The new **CODEWAY EXPO** platform will accompany participants through the stages leading up to the May 2024 event with the publication of useful preparatory media content:

o **The PODCAST program:**

It will be a short guide on how to approach or assist companies in the implementation of international cooperation projects, with authoritative interventions from important institutions like MAECI, AICS, CDP, and or from enterprises, NGOs and the press.

o **Social media:**

The new CODEWAY EXPO platform is created to ingenerate a broadening in the event's community, with special social media tools engaging in communication activities to be carried out before, during and after the exhibition, edition after edition.

o **Contests and Awards:**

CODEWAY EXPO will launch awards and contests aimed at significant categories of users and development actors. Among these, a Special Award to reward the best for-profit cooperation projects.

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