



REGIONE CALABRIA
Dipartimento Presidenza
Settore Cooperazione, Internazionalizzazione
e Politiche di Sviluppo Euro-Mediterranee

VALENCIA EVENT 22-23 May 2013

The international event organized by Calabria Region aims at showing, through the communication and information activities of KnowInG project, the presence at Mediterranean level of artists of craft which can join the Mediterranean traditions with the creativity and the technological innovation.

The event consists in the participation of enterprises of project partners' region selected for the creativity and innovation of the services and products offered for the international trade.

The first day, **22th of May**, will be focused on *interior design* and *fashion gift design*, creative, innovative and artistic craft products (textile and goldsmith products, ceramic, fashion accessories ect.).

The second day, **23th of May**, will concern different sectors: *videogames and edutainment; technological and industrial systems and renewable energies; cultural and sustainable tourism; interior design and fashion gift design*. The opening section will start with the speech of a Master Artisan (Guru) on the field of creativity and innovation; then there will be the presence of the Spanish National Authorities and EU Representatives, which will examine the themes concerning the new EU funding period 2014-2020. In the afternoon the enterprises will participate in different business to business and business to customers meetings with the application of the new technologies: commercial speech e speed networking.

Since this is a promotional event, not a trade fair, it will work up in a small space where the enterprises can show just some products, the most innovative, creative and artistic products.

Each partner can participate with 2 selected enterprises for each sector and they will be inserted in the expositive corner.

At the event will be invited Spanish and international media so the visibility and the promotion of the enterprises' products will be ensured.

The Valencian Authorities are setting up a document for the enterprises where the activities and the objective of this event are clearly explained.

Given that it was not reached yet the expected number of applications, all partners can re-open the call next Monday 25th of March considering the last deadline the next 9th of April (15 days). The previously application form used is no more valid, please replace it with the other one attached.