

VIRTUAL MISSION IN USA ICT SECTOR

Aimed at SMEs in the Euroregion
Galicia - Northern Portugal



ONLINE FORMAT

16 DEC 2020

OBJECTIVES

The Galician Institute for Economic Promotion - IGAPE organizes a reverse trade mission with companies from the United States, with the aim of strengthening the internationalization capacity of the Euroregion's SMEs through the intensification of cross-border cooperation and the use of the synergies of the Galician and northern Portugal experience, also betting on the experimentation with multi-sector internationalization models.

The event is focused on the Information and Communication Technology (ICT) sector and seeks to increase business opportunities for ICT companies in the Galicia-Northern Portugal Euroregion in the United States market.

This action is carried out within the framework of the ECICII PLUS Project for the Internationalization of the Euroregion's SMEs, through the Interreg V-A Spain-Portugal program (POCTEP) of the European Union and the ERDF.

WEBINAR INITIAL PROGRAM

DECEMBER 16

16:00 CET

INSTITUTIONAL WELCOME

Fernando GULDRÍS IGLESIAS. General Manager of IGAPE

16:15 CET

IMPORTANCE OF THE INTERNATIONALIZATION PROCESS AND GRADIANT'S EXPERIENCE IN THE US

Presents: Luis PÉREZ FREIRE. General Manager of Gradiant

16:40 CET

THE HIGH TECH MARKET IN USA AND SPECIFICALLY IN NORTH CAROLINA: OPPORTUNITIES FOR FOREIGN ACTORS

Presents: Colin KISER. International Business Development Manager for the E.U and India - Economic Development Partnership of North Carolina (EDPNC)

17:00 CET

ROUND OF QUESTIONS

START VIRTUAL MISSION

17:15 CET

MEETING WITH THE HEAD OF THE FIN-TECH SECTOR OF THE STATE OF NORTH CAROLINA

Presents: M. Dan ROSELLI. Co-Founder of the Fin-Tech Hub de Charlotte (Queen City) and presentation of the companies in the Euroregion participating in the mission

18:30 CET

END OF THE FIRST DAY OF THE MISSION

DECEMBER 17

16:00 CET

FEEDBACK MEETING

DECEMBER 18

16:00 CET

EXPERT MEETING CHICAGO (ILLINOIS)



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SOCIOS