



This project is funded by the European Union



EUROPEAN CLUSTERS ALLIANCE



EUROPEAN CLUSTER COLLABORATION PLATFORM



enterprise europe network



## Webinar on Emerging Green Marketplaces: Opportunities for EU Business in the Americas

### DRAFT AGENDA

TUE 19 OCTOBER 2021 | 15:00 CET | Online

15:00	<p><b>Opening Session</b></p> <p><u>Welcome</u> by Antonio Novo, President, European Clusters Alliance</p> <p><u>Opening remarks and scene-setting</u> by Ulla Engelmann, Acting Director for Networks &amp; Governance, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission</p> <p><u>Moderated</u> by Eva Revilla, Policy Officer for the Low Carbon Business Action in the Americas, DG GROW, European Commission</p>
15:10	<p><b>Emerging Green Markets in the Americas</b></p> <p>Key business opportunities, industry trends and new developments in six emerging green marketplaces in the Americas.</p>
15:10	<p><b>Market Insights: Canada</b></p> <ul style="list-style-type: none"> <li>❖ José Canjura, Team Leader, Low Carbon Business Action in Canada</li> </ul>
15:20	<p><b>Market Insights: Argentina, Brazil, Chile and Colombia</b></p> <ul style="list-style-type: none"> <li>❖ Alfredo Caprile, Team Leader, Low Carbon Business Action in LATAM</li> </ul>
15:40	<p><b>Market Insights: Mexico</b></p> <ul style="list-style-type: none"> <li>❖ Daniela Cedola, Team Leader, Low Carbon Business Action in Mexico</li> </ul>
15:50	<p><b>Smart Approaches to Market Entry in the Americas</b></p> <p>Presentation of smart approaches to facilitate the commercialisation of innovative EU green technologies in new markets via the identification of concrete business opportunities, assistance to business networking and technical advisory services.</p>
15:50	<p><b>Low Carbon Business Action: EU-funded assistance and technical support</b></p> <p>LCBA success stories and track record, services to EU businesses and how to participate, access opportunities for EU business, and see our upcoming events.</p> <ul style="list-style-type: none"> <li>❖ (TBD) Representatives, Low Carbon Business Action</li> </ul>
16:00	<p><b>Enterprise Europe Network in the Americas: Your ally for international growth</b></p> <ul style="list-style-type: none"> <li>❖ (TBD) Representative, Enterprise Europe Network</li> </ul>

16:10	<b>European Cluster Collaboration Platform: Business clusters cooperation beyond the EU</b> ❖ (TBD) Representative, European Cluster Collaboration Platform
16:15	<b>Q&amp;A</b>
16:25	<b>Conclusion and Wrap-Up</b>
16:30	<b>-- End of Session --</b>