

## WORKSHOP EURASIA 2016

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The third edition of the Workshop Eurasia, which aims to analyze the leading drivers of the economic development in Asia and the opportunities for Italian companies in that region, has been held in Rome 9-10 June 2016. The event has been organized by Unindustria and AGI under the patronage of the Italian Ministry of Foreign Affairs. Within this event, Guglielmo Marconi University was called to organize a thematic seminar on the opportunities given by Horizon 2020 targeting China, especially in the light of the co-funding mechanism agreed by the EU and the Chinese Government to support joint projects between European and Chinese universities, research institutions and companies.

Indeed, in the last decade China became one of the first partners of the European Union in the research and innovation fields. This role has been strengthened by the above-mentioned co-funding mechanism promoted by the EU and by the Chinese Government. Thanks to this agreement, the Universities, the Research Centers, the European and Chinese Industries have obtained the opportunity to collaborate in the H2020 in several key sectors, as energy and new technologies.

Leading figures of Academia and Industrial world have joined the thematic seminar organized by Marconi University. The program of the seminar included the following speeches:

Dr. Arturo Lavalle – Director of Research & Development Department, Guglielmo Marconi University

“Introduction to Horizon 2020 program and its implications for cooperation with China”

Dr. Diego Sammaritano – Policy Coordinator – R&I Cooperation with China European Commission, DG Research & Innovation

“UE-China Research and Innovation Cooperation: fundamental strategies, instruments and opportunity”

Prof. Gabriele Arcidiacono and Prof. Alessandra Pieroni – Science and Applied Technologies, Guglielmo Marconi

University

“Improving the synergy between Academic Research and Markets: Proposals for Business Development in China”

Dr. Massimo Tavernari – Poseidon Ltd Shanghai

“Know-how and trend in Chinese Market: a systematic approach to achieve success”



During the seminar, Guglielmo Marconi University presented a proposal for business development in China. The aim of the proposal consists of creating new research synergies between Academic partners, Italian industries, which operate in the ICT and Green Energy fields, and the Chinese Industries that will be involved in the proposed ICT project. The proposed project aims to the creation of an active carbon credit market in which the exchange between partners follows the optimization/reduction of the emitted CO<sub>2</sub> during the entire process. Due to the challenge represented by this project, the participation of different figures is requested and includes: European and Chinese universities, Chinese industries operating in different fields and various European and Chinese companies able to offer new solutions for the active measurement of the CO<sub>2</sub> produced at every steps.