



Watify

Boosting Technological Transformation

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WATIFY

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INTERNATIONAL BIOECONOMY

DIALOGUES IN MILAN

Matchmaking session

A forward-looking vision

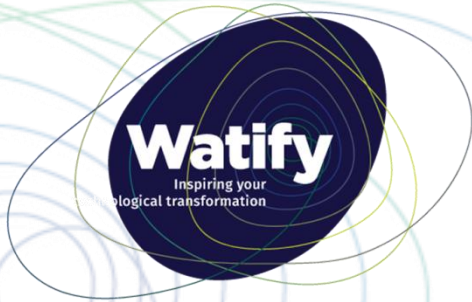
Watify is

an awareness-raising campaign funded by the European Commission to support the EU efforts to **stimulate the modernisation of Europe's industry** by:

- *Boosting European SMEs' **technological transformation***
- *Supporting Europe's regions to translate their smart specialisation strategies in the areas of **digitisation and KETs** into **concrete projects**.*



How?



- **boost and facilitate** technological transformation in SMEs and between regions and cities through business and regional intermediaries.
- **connect** SMEs and stakeholders by facilitating the sharing of best practices, lessons learnt and new transformation ideas for advancement and by encouraging collaboration on joint projects.
- **inspire** SMEs and local stakeholders to transform and work together to take full advantage of digitisation and Key Enabling Technologies (KETs).

**boost and
facilitate**

240

AWARENESS EVENTS

in regions and cities all
across Europe

connect

40

**MATCHMAKING
EVENTS**

for smart cooperation
and investment

inspire

100

SUCCESS STORIES

of technological
transformation

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SUCCESS STORY - INGELIA



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Technological
Transformation



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