

Invitation to Participate – Special “Country” Proposal
Fiera di Roma, 15-17 May 2024

THE EXPO. CODEWAY EXPO 2024 traditionally includes an exhibition section, a program of conferences and workshops, various B2B and B2G programs, presentation of countries and projects, within the framework of a structure that will be completed next May with a series of new features detailed below.

PIVOTS and TESTIMONIALS. Invitation programs introducing Operators selected from the target markets and countries of the cooperation actions who will be invited discuss and introduce concrete experiences in bi-multilateral contexts, animating meetings and interactions at various levels.

COUNTRY PITCHES and COUNTRY PRESENTATIONS. In collaboration with the institutions and stakeholders of CODEWAY EXPO, the protagonists of this section are countries and foreign institutions that will animate training sessions, discussions, meetings, and round tables for a B2B/B2G perspective, focusing on guidelines and practices that address the challenges posed today by global development.

WEBINAR and TRAINING. Codeway Expo 2024 conference program is enriched this year with a schedule of side events, mainly PITCHES, relating to the approach to markets, and to the opportunities offered by development in the different sector areas.

To encourage **active and constructive participation of the countries**, we have set up spaces, settings, and methods of engagement that we believe are particularly congenial to diplomatic representations, so that on the one hand they can be protagonists of the event, visiting the expo and attending the conferences on the other hand carrying out relevant promotion activities.

Besides this, Codeway Expo 2024 puts at disposal of the *countries* special desks, in the form of dedicated, informative, graphically personalized support points, useful for contact actions with the public during the three days of the event.

The Participation of the Country is **TOTALLY FREE**, and of course subject to registration and to the definition of a customized calendar of the various activities to be held during the exhibition days.

Here follows a brief recap of the proposal:

A) **PARTICIPATION IN THE SPECIAL COUNTRY ATTENDANCE AREA** with a contact representation "DESK" equipped with 1 table/counter, 2 stools, 1 country logo/flag/sign. This space will be in area adjacent to the B2B zone.

B) **PARTICIPATION IN THE MEETING, B2B and B2G PROGRAMS** scheduled for CODEWAY EXPO 2024. The agenda will be managed by the CODEWAY EXPO 2024 organizers.

C) **PITCH OPPORTUNITY CORNER – YOUR COUNTRY**

By joining the SPECIAL PROPOSAL your country will have the availability of a slot for presenting the opportunities, projects or profiles of any partner subjects who will be able to interact with the active CODEWAY EXPO 2024 audience (stakeholders, exhibitors, companies, and other organizations).

NOTE: In addition to these opportunities, we will be happy to offer special participation conditions to companies, organizations from your country such as exhibitors or attendees, and to provide any letters of invitation necessary for visa purposes on operators recommended by you.