

WORTH

@MILAN DESIGN WEEK 2024



AGENDA PARALLEL EVENTS ORGANISED BY

THE WORTH PARTNERSHIP PROJECT

AT THE MILAN DESIGN WEEK

Venue of the exhibition and networking cocktail: At Bottega Immagine (Isola quarter), in
[Via Carlo Farini, 60](#), 20159 Milano MI, Italy

Venue of the workshops: at the Holiday Inn Milan - Garibaldi Station, [Via Ugo Bassi, 1A](#),
[20159 Milano](#)

IMPORTANT! CHANGE OF WORKSHOP VENUE

The workshops presented below will be at the **Holiday Inn Milan - Garibaldi Station**, [Via Ugo Bassi, 1A, 20159 Milano](https://www.holidayinn.com/italy/milan-garibaldi-station), only a 7-minute walk from the stand (see next page for more details).

15th April	16th April	17th April	18th April	19th April	20th April	21st April	22nd April
STAND SET UP	EXHIBITION	<p align="center">EXHIBITION</p> <p align="center">Workshop for WORTH partnerships 16:30-19:00</p> <p align="center">16:30 – 17:00</p> <p>Presentation “ EU support to creative industries ” by Ilona Lelonek Husting, Policy officer for creative industries, DG GROW, European Commission</p> <p>Venue: Holiday Inn Milan - Garibaldi Station, Via Ugo Bassi, 1A, 20159 Milano</p>	EXHIBITION	<p align="center">EXHIBITION</p> <p align="center">16:30 – 18:00</p> <p>Workshop: “B2C E-commerce: How to define an effective strategy to sell online” by Riccardo Mangiaracina Logistics and Production Systems expert.</p> <p>Audience: partnerships selected in the second call</p> <p>Venue: Holiday Inn Milan - Garibaldi Station, Via Ugo Bassi, 1A, 20159 Milano</p>	EXHIBITION	EXHIBITION	DISMANTLING
		<p align="center">17:00 – 17:45</p> <p>Presentation “Connecting WORTH II selected partnerships with EIT Culture & Creativity: acceleration and incubation programmes” by Bernd Fesel CEO of EIT Culture & Creativity</p> <p>Venue: Holiday Inn Milan - Garibaldi Station, Via Ugo Bassi, 1A, 20159 Milano</p>		<p align="center">18:30 – 20:00</p> <p>Networking cocktail</p> <p>Audience: open event for partnerships selected in the second call, visitors of the Milan Design Week, and stakeholders.</p> <p>Venue: at the stand At Bottega Immagine Via Carlo Farini, 60.</p>			
		<p align="center">17:45 – 19:00</p> <p>“Fundraising journey: how to overcome the seed phase” by Rebecca Sehlbach, Head of Operations at Fashion Technology Accelerator</p> <p>Venue: Holiday Inn Milan - Garibaldi Station, Via Ugo Bassi, 1A, 20159 Milano</p>					
		<p align="center">19:00 – 21:00</p> <p>Opening event (networking cocktail)</p> <p>Welcome words by the European Commission (DG GROW)</p> <p>Ilona Lelonek Husting, Policy Officer for creative industries, DG GROW, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</p> <p>Audience: open event for partnerships selected in the second call, visitors of the Milan Design Week, and stakeholders.</p> <p>Venue: at the stand At Bottega Immagine Via Carlo Farini, 60.</p>					
<p>OTHER ACTIVITIES DURING THE MILAN DESIGN WEEK / Venue: at the stand At Bottega Immagine Via Carlo Farini, 60, 20159 Milano MI, Italy</p> <p>➤ On-site IP helpdesk & advisory services will be made available for participants. Partnerships can schedule consultations with the Contractor IP expert and counsel, Ana Maria Stein. <u>Schedule: Wednesday 17th from 17:00h to 18:30h.</u></p>							

VENUE OF THE WORKSHOPS:

The workshops will be at the **Holiday Inn Milan - Garibaldi Station** ([Via Ugo Bassi, 1A, 20159 Milano](#))

Room name: FARINI LAMBERTENGI (floor -1).

See below the directions from the stand to the hotel

