

WHAT IS ITA

Italian Trade Agency (ITA) is the governmental organisation entrusted with promoting trade, business opportunities and industrial cooperation between Italian and foreign companies.

It further promotes the excellence of “Made in Italy” around the world and the attraction of foreign investment in Italy through information, support, promotion and training.

With its headquarters in Rome and Milan, ITA guarantees global support to Italian companies through its network of 87 overseas offices in 74 countries.



madeinitaly.gov.it



Ministero degli Affari Esteri
e della Cooperazione Internazionale



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Italian Trade Agency & Innovation



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ITA & STARTUP

What does ITA do for the international promotion of Italian startups and innovative SMEs?

- > We organise collective participation in the most important international events for startups (**CES, MWC, Web Summit, Viva Tech, Slush**);
- > We invite foreign delegations of investors to Italy on the occasion of trade fairs or events (**SMAU, Maker Faire, We Make Future**);
- > We organise individual matchmaking events on specific topics in key countries.

Innovation Desks are active in ITA offices in Paris, London, Prague, San Francisco and Singapore.

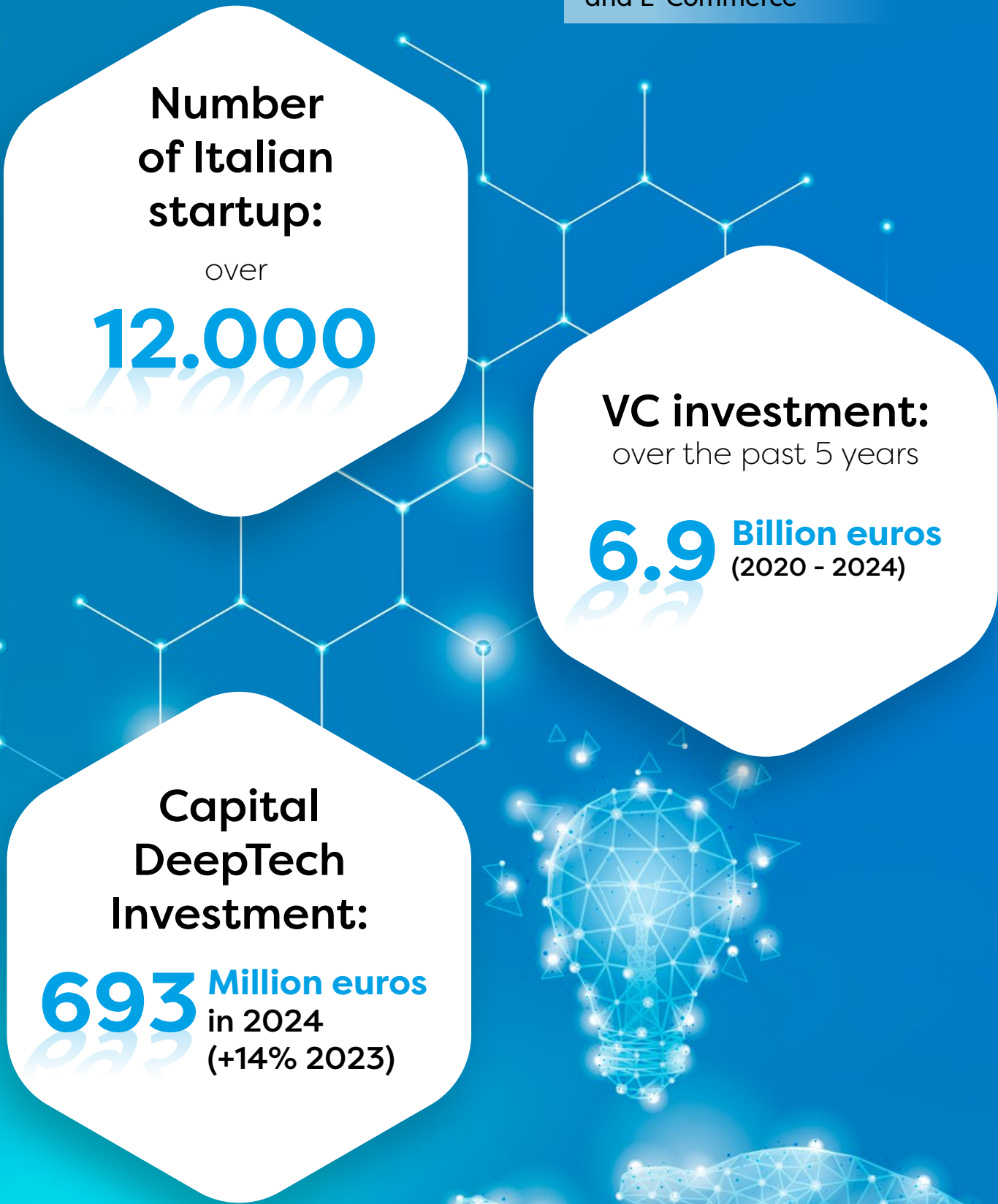
ITA is also the promoter of **INNOVIT** – Center for Innovation and Culture – based in San Francisco. INNOVIT’s mission is to facilitate the integration between the Italian and US technology ecosystems.

www.innovitsf.com

For further details:
www.ice.it/it/settori/startup-innovazione

ITALIAN STARTUP ECOSYSTEM

Main sectors:
FinTech, CleanTech,
AI, Space Technology
and E-Commerce



State of Italian VC 2024, Report by P101

ITA PARIS

What does ITA do in France?

Global Start Up Program
Paris, November



The Global Start Up Program is an international development programme for innovative Italian startups looking to strengthen their technical, organisational and financial skills in order to face new markets. France, UK, Germany, US and Singapore are the host countries of the programme.

WAICF - World AI Conference
Cannes, February



World AI Cannes Festival is a global AI event that brings together over 12,000 business attendees and 250 exhibitors. This festival shows groundbreaking AI solutions, providing a platform for experts, startups and tech companies to network, share insights and discuss AI’s future impact on society and industry.

SMAU Italy RestartsUp
Paris, April



SMAU is the leading platform to interact directly with the protagonists of the Italian innovation ecosystem. Its aim is to strengthen relations between the Italian and French innovation scene, fostering an environment in which different sectors converge, collaborate and promote the innovation process.

Viva Technology
Paris, June



VivaTech is the event where business meets innovation. VivaTechnology accelerates innovation by connecting startups, tech leaders, major corporations and investors responding to our world’s biggest challenges. Each year, Italy participates with a large number of startups.