TÜM ODA VE BORSALARA
(Genel Sekreterlik)

TOBB
TÜRKİYE
ODALAR VE BORSALAR
BİRLİĞİ

Tarih   :
Sayı   :   84403118-720-
Konu   :   Barselona Yeni Ekonomi Haftası Etkinliği

İlgi :   Ticaret Bakanlığı'nın 25.05.2021 tarihli ve 64153849 sayılı yazısı.

İlgide kayıtlı yazıda, 5-8 Ekim 2021 tarihlerinde Barselona Yeni Ekonomi Haftası- BNEW New Economy Week etkinliğinin gerçekleştirileceği ve etkinlik kapsamında lojistik, emlak, dijital sanayi ve e-ticaret gibi çeşitli sektörlerde faaliyet gösteren firmalar arasında ikili iş görüşmeleri ile uluslararası işbirliğinin artırılmasının amaçlandığı bildirilmektedir.

Yazıda devamla, **anılan sektörlerde faaliyet gösteren ve son 3 senede kurulmuş olan start-upların 28 Haziran 2021 tarihine kadar proje tanıtımları ile başvurmaları durumunda**, seçilen start-upların etkinliğe ücretsiz veya indirimli kaydolarak; ürünlerini tanıtma, ikili iş görüşmelerinde bulunma ve BNEW en iyi tasarım yarışmasına katılma imkanlarının olacağı ifade edilmektedir.

Etkinlik detaylarına ilişkin bilgi notu ekte yer almaktadır.

Bilgilerinizi ve ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

e-imza
Ali Emre YURDAKUL
Genel Sekreter Yardımcısı

EK:Bilgi Notu (3 sayfa)

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RULES FOR THE SELECTION OF PROJECTS FOR BNEW BARCELONA START-UP INNOVATION HUB TO BE HELD IN BARCELONA FROM OCTOBER 5TH TO 8TH

INTRODUCTION

Barcelona New Economy Week – BNEW is a **physical and digital B2B** event that gathers unique events of the sectors of **Logistics**, **Real Estate**, **Digital Industry**, **Ecommerce**, **Economic Zones, Mobility, Talent, Sustainability, Science and City sectors**. They all share a common denominator: **New Economy**.

BNEW will be a different and unique event due to its hybrid nature, namely it will be a physical event to be supported by a digital platform so that everyone can be part of it.

Barcelona New Economy Week will be held from October 5th to 8th aimed at professionals from different economic sectors, industries, small and medium-sized companies, large corporations, administrations and institutions, startups...

Sectors to be featured

1. **LOGISTICS:** We are looking for tech and environmental solutions in transport, last mile, intralogistics and handling systems, infrastructures, supply chain services and information systems.
2. **MOBILITY:** We are looking for connectivity and data, as well as environmental solutions for mobility and smart cities.
3. **DIGITAL INDUSTRY:** We are looking for disruptive solutions of connectivity and data for industries, such as Artificial Intelligence, Machine Learning, IoT and Blockchain; as well as innovation centres, Industry 4.0, hardware and robotics, privacy and security and automation companies.
4. **REAL ESTATE:** We are looking for Proptech, Insurtech and Fintech Solutions. Also, for solutions based on technology for interior design and architecture companies and real estate secondary industries.
5. **E-COMMERCE:** We are looking for tech solutions for e-commerce, retail and trade related with customer experience improvements technologies, digital marketing, and data solutions, fintech and payments, e-logistics, and last mile solutions as well as packaging.
6. **ECONOMIC ZONES & SUSTAINABILITY:** We are looking for tech solutions applied to free zones, technology parks, industrial parks, innovation districts, economic regions, governments, and business development agencies. All solutions on GovTech and LegalTech are included here. We also include all sustainable and energy solutions and products for private companies and public organizations that care for environment, which follow the UN 2030 Agenda and its 17 SDG.
7. **TALENT:** Answers to the new educational needs, talent recruitment and management that are arising due to the consumption and production changes posed by the new economy and the

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industry 4.0. We are looking EdTech and technological business development, investment and ecosystem solutions.

8. **HEALTH & SCIENCE:** Science and innovation have gained relevance in labs, hospitals, research in pharmaceutical industries, biotechnology, agri-food, and food technology. In this vertical we are looking for all those solutions applied to improve citizens health, their wellbeing, and lifestyle.

BNEW BARCELONA STARTUP INNOVATION HUB

BNEW is looking for **disruptive companies** in these different sectors, *do you think that can be yours?*

This hub is focused on boosting startups' visibility, business opportunities and connection. The *BNEW Barcelona Start-up Innovation Hub* is a unique opportunity for you to:

- Present your innovations in a unique environment.
- Spread your experience within the framework of innovation.
- Expand your contacts through all the Networking tools, that offers you the BVillage in the BNEW.
- Demo presentation for your potential clients
- Be visible globally with online and offline broadcasts.
- Discover the latest trends in the sector.
- Be candidate for the BNEW award for best innovation

SELECTION OF PROJECTS

The Expert Committee will evaluate the solutions presented with the following criteria:

- The project impact for industry.

- Capable management teams.

- High value technological solutions with delivering sustainable competitive advantages are preferred.

- Potential for sustainable growth.

- Influence the economy and society, in general.

- The company must have a high innovation component.

All projects must be submitted using the official platform. The organization will address each participant to notify the approval of the submission if all documentation and materials were correctly received or if further information or clarification is needed. An Expert Committee will rank the projects in order to obtain a shortlist of the best solutions. The final selection will follow the rank ordering provided by the Expert Committee.

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Only the selected solutions by members of the Expert Committee are eligible to present their projects in the BNEW Barcelona Start-up Innovation Hub, depending on the sector they have applied.

By submitting a business plan, candidates represent and warrant to **BNEW Barcelona** that they have all rights, titles and/or interests in the business plan submitted. And the information it contains is accurate and complete, and that by submitting the document to the BNEW Barcelona Start-up Innovation Hub they are not, and will not be, violating any contract or third-party rights including any patents, copyrights, trade secrets, proprietary or confidential information, trademarks, or rights to privacy.

The BNEW Barcelona organization reserves the right to disqualify any entry that, in its sole judgment, violates the letter or the spirit of the guidelines, processes and rules of the event and its decisions are final and binding.

BNEW Barcelona Start-up AWARDS

All the participants in the BNEW Startup Innovation Hub will be direct candidates to the BNEW Awards in the startup category.

ORGANIZATION

EL CONSORCI DE LA ZONA FRANCA organizes the BNEW. The **BNEW Barcelona Start-up Innovation Hub** is organized by LaSalle Technova Barcelona in collaboration with the IASP (International Association of Science Parks and Areas of Innovation).

CONFIDENTIALITY

All materials presented, including business plans, must be appropriate for public dissemination. They must not include any confidential information that the entrepreneur does not wish to make public. Due to the nature of the event, the organization will not be held responsible for the confidentiality of the business plans and their content.

CALENDAR

The deadline for submitting the innovative solutions is on **June 28th 2021**. During the following days, the Expert Committee will analyse and evaluate the projects presented and choose the best finalists. The organizers will contact the selected solutions by mail, so they can participate in the Innovation Hub during the Barcelona New Economy Week 2020.

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