

## OPPORTUNITÀ DI INTERNAZIONALIZZAZIONE

# Marco Riva

*Innovit*



Ambasciata d'Italia  
Washington



Consolato Generale d'Italia  
San Francisco

**INNOVIT**  
ITALIAN INNOVATION & CULTURE HUB

**ITA**   
ITALIAN TRADE AGENCY

ISTITUTO  
*italiano*  
DI CULTURA  
SAN FRANCISCO

**INNOVIT**  
**ITALIAN INNOVATION & CULTURE HUB**

# A strategic initiative

*INNOVIT is an Italian Government multi-year strategic initiative promoted by the Italian Ministry of Foreign Affairs and International Cooperation with the Embassy of Italy in Washington DC.*

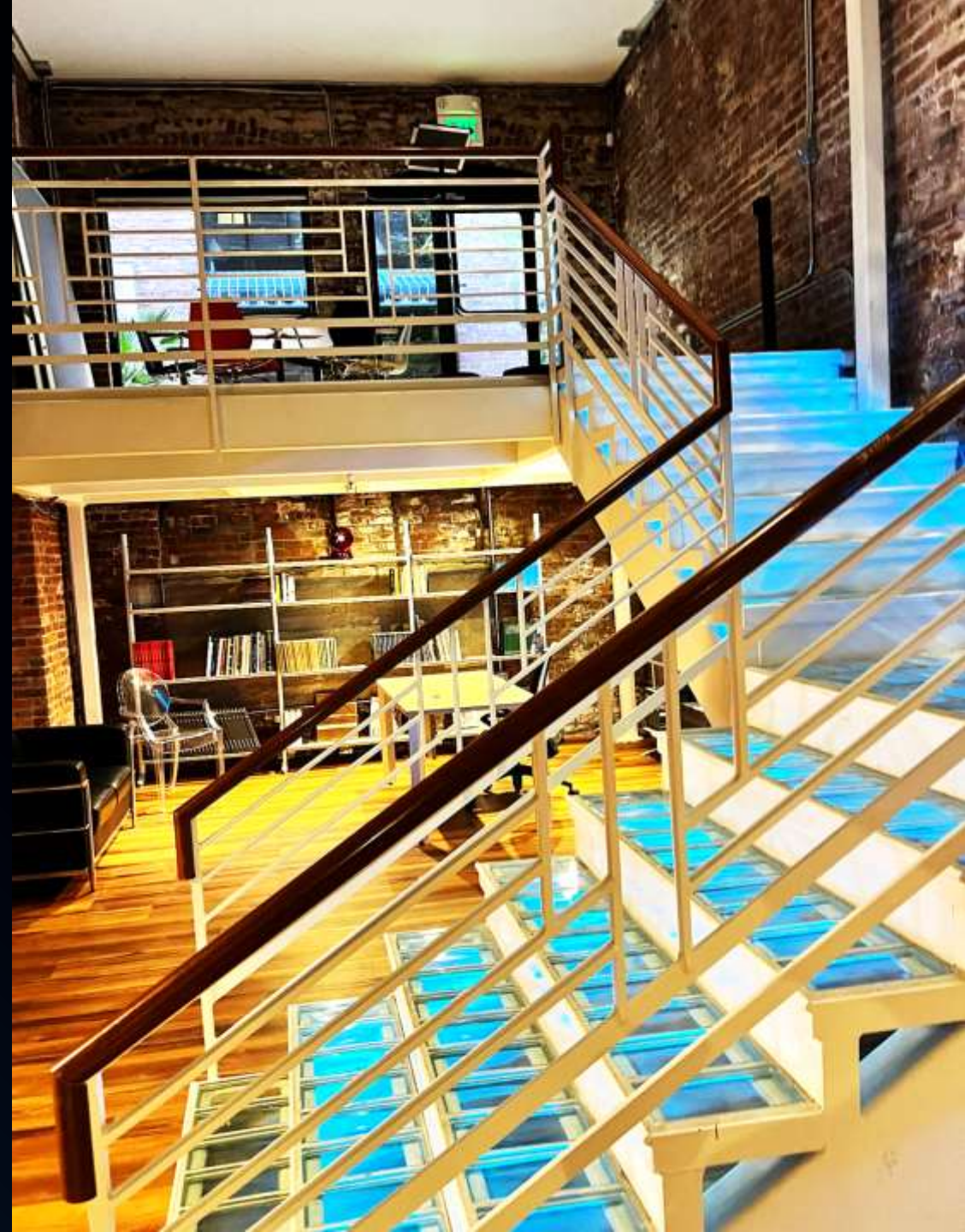
*INNOVIT is overseen by the Italian Consulate General in San Francisco and is home to the:*

- Italian Innovation Center*
- Italian Cultural Institute*
- Italian Trade Commission FDI and Promotion desks*



*FGB (Fondazione Giacomo Brodolini) and Entopan Innovation (part of Harmonic Innovation Group) are key operational partners in delivering acceleration and innovation services.*

*We are partnering with large Italian corporations, universities, and regional innovation clusters.*



# 4 areas of focus

Our approach to building an Italian Innovation Center at INNOVIT

1

Acceleration Programs  
for Italian Startups

2

Corporate & Regional  
Innovation Outposts

3

Companies events and  
USA roadshows

4

Local community  
engagement

# 2023-2026 strategic plan



4  
Years

22  
Programs

14  
Tracks

250  
Startups

300  
Innovative  
SMEs

# 2024

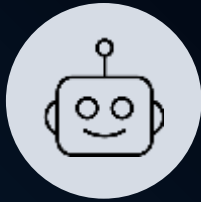
6 tracks, multiple industries, +100 startups

**FEB**



Generative  
AI

**APR**



Robotics &  
Hardware

**JUN**



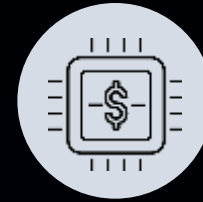
Life Sciences &  
Digital Health

**JUL**



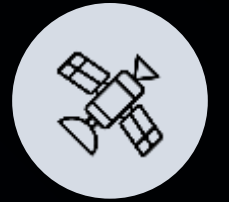
CleanTech

**SEP**



FinTech &  
InsureTech

**NOV**



Space  
Economy

# What you can expect

*Mentorship and expertise:* access to experienced mentors and industry experts who provide guidance and support from market access to fundraising

*Networking opportunities:* talk with other entrepreneurs, investors, and industry experts, building your network and make valuable connections

*Resources and infrastructure:* office space, legal and accounting services, and access to critical software

*Exposure and validation:* gain credibility and recognition, which can help you attract customers, investors, and other stakeholders





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