



## CTecno and WMF: a new partnership for building an European Startup network

The Festival of Innovation and the Catalan foundation concluded an agreement that links together Italy and Spain through innovation. A common event dedicated to Startups will be held in Barcelona in March 2020.

The [WMF - Web Marketing Festival](#), the Festival of Innovation - and **CTecno** - El Cercle Tecnològic de Catalunya - started a new partnership in Barcelona, with the aim of encouraging startups and fostering innovation and entrepreneurship.

The collaboration was created around a **shared vision on innovation and digital entrepreneurship**.

**CTecno** is a non-profit private foundation that is intended to promote information and knowledge to the whole society, fostering research and development, as well as enhancing the modernisation of traditional economic activity sectors. In addition to that, **CTecno** promotes the improvement of competitiveness of people and companies through the dissemination of knowledge, and the development of scientific research activities and technology transfer.

These objectives are completely in line with the mission of the **WMF**: a Festival that has always been committed to accelerate the process of digital and social innovation, through training events and initiatives in many Italian cities.

The partnership was signed by **Cosmano Lombardo** - creator of the WMF and Founder and CEO of Search On Media Group - and by the president of **CTecno Joan Ramon Barrera** at the headquarters of the Catalan foundation in Barcelona. This agreement only represents the first step in a more ambitious project, aimed at **establishing a European network to promote innovation and create opportunities for startups across national borders**.

**Cosmano Lombardo, Chairman of WMF:** *"The WMF was born to support the innovation ecosystem and the companies that work within it. This partnership can generate a good value for both our countries: this is a start point to build an european startup network."*



**Joan Ramon Barrera, CTecno President:** *“CTecno is starting a new era with a new executive committee and president and we all know that we have to open our foundation to other partners like all the small and medium-sized new companies and startups that will have a lot to say in the future. That is because we are convinced that we should collaborate with WMF event here in Barcelona and later on, in Rimini”.*

## The programme

In March 2020, **CTecno and WMF will organize an event dedicated to innovative startups**, which will have the opportunity of presenting their project and their business model through an elevator pitch. The projects will be assessed by a jury composed by members of both companies, who will then have to **choose 3 startups for the final stage** of the competition.

The first three classified startups will directly have access **to the Startup Room** of WMF2020, where they will present their pitch in front of experts in the sector, incubators and international investors. Moreover, the Startup which is declared winner at the event in Barcelona will have its own space inside the **WMF Expo Area**.

Further details on how to participate will be provided in the upcoming weeks.

## WMF - We Make Future

*The WMF is an international festival which celebrates innovation. The numbers of the 2019 edition make it the largest Italian event in the sector, with over 21,000 visitors registered in three days. The 7th edition of the Festival explored the universe of digital and social innovation through more than 70 events dedicated to training, entertainment, business and networking.*

## The Cercle Tecnològic de Catalunya

*CTecno is a foundation that encourages and promotes a collegial spirit of collaboration and generation of personal relationships, business, opportunities, synergies and projects among all its companies and collaborating administrations. Furthermore, CTecno holds conferences and debate and reflection events on various aspects of interest for the technology sector and conducts research on the state of affairs in relation to certain areas of Technology in Catalonia .*