



*PEDAL CONSULTING LAUNCH EVENT – 2 DECEMBER 2020, 11:00 CET*

**FINANCIAL SUPPORT AND TECHNICAL ASSISTANCE TO COMPANIES CONTRIBUTING TO FIGHT COVID-19**

In the context of the project led by **PEDAL Consulting** and financed by **INVEST USAID**, to fund and provide technical support to companies that contribute to contrast COVID-19, on **December 2nd 2020 at 11:00 CET**, PEDAL Consulting will present opportunities offered by the project to investors and companies.

PEDAL Consulting, as one of the partners on USAID's INVEST Initiative in Italy, will lead an international consortium to implement a unique effort supporting ten Italian companies fighting COVID-19, contributing to Italy's preparedness for the future, unlocking private investment for selected Italian companies and combining it with customized technical assistance.

As a part of the U.S. Government's commitment to help Italy respond to COVID-19 and its socio-economic impacts USAID, through the INVEST initiative, **will support businesses that are engaged in the research, development, or manufacture of therapeutics, vaccines, medical equipment, and supplies to respond to COVID-19**. This activity is one element of USAID's \$50 million commitment to Italy to help save lives and build resilience for the future.

**OBJECTIVE:** This event will present to investors, companies, institutions and media, the project objectives, the opportunities for investors and companies and promote an active collaboration with all the stakeholders to increase the project impact.

- Inform the target beneficiaries about PEDAL consulting project services
- Showcase the opportunities the project can provide for the Covid-19 recovery on health, economical and societal perspective
- Promote proactive participation by all relevant stakeholders as multipliers to increase the impact of the project outcomes

**TARGET PARTICIPANTS:** Institutions (US/Italy), Investors, Potential beneficiaries (Companies ramping up technology and operations, Companies retooling, Companies bringing innovative solutions, services, and products to market in response to COVID-19), Multipliers, Financial and business networks & associations, Civil society representatives, Media

**FORMAT:** Virtual online event (in English)

**REGISTRATION:** To participate to the online virtual event please [REGISTER HERE](#)

**CONTACTS:**

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