

## **Discover the success stories of PIMAP Plus: Business Mission in Canada and MoU with Rezoway and Optonique**

From 6 to 8 April 2022, PIMAP Plus consortium has carried out an international business mission in Canada (Montréal, Quebec). The mission was a success!

Seven companies belonging to the ecosystem of the six European clusters within the PIMAP Plus partnership were directly supported through a three-day program of B2B meetings, customised workshops, networking events with Canadian and European participants and visits of R&D centers. During the first day, each company had the opportunity to present their innovative products and their research interest related to photonics and laser technologies. Several applications were shown, from Automatic Test Equipment, and innovative X-ray imaging systems to new promising laser welding and cutting methodology able to the geometry and power distribution of the laser beam. During the other days, PIMAP Plus delegation has met Optonique - Pôle en optique-photonique du Québec - and Rezoway allowing to better understand the Canadian market and research and innovation ecosystem.

Indeed, the mission was co-organized in synergy with the local partners Optonique and Rezoway. PIMAP Plus consortium has signed a **Memorandum of Understanding** with them. **Rezoway** is a business support company in Canada who has worked with the PIMAP Plus partners to develop a personalized support program to SMEs willing to establish a presence and enter the Canadian market. After the organization of a webinar in November, Rezoway and PIMAP+ partners had the opportunity to meet during the mission.

Similarly, PIMAP+ consortium has signed a **Memorandum of Understanding with Optonique**, a Canadian cluster that promotes Quebec's photonics sector around common goals of innovation, growth and competitiveness. This agreement aims at supporting the collaboration through a support to mutual business missions, intensification of regular exchanges and promotion of the respective ecosystems.

In terms of achievements for the SMEs, Canada's mission has allowed to achieve overall some outstanding results: 44 total relevant contacts, 21 new potential customers, 18 new potential partners, 14 potential contracts to be signed and 18 post-mission meetings planned.

Find more reading the interviewed released by GFM, an Italian company participated to the business mission, to the Italian magazine Industria Italiana: <https://www.industriaitaliana.it/gfm-selective-laser-melting-fotonica/>

