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D.C. 5.2 Local focus groups events year 2

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| D.C. 5.2 Report – Local focus groups events year 2 – Partner CNA Emilia Romagna | Version 1  03 2021 |

1. Name of the event, implementing date and place

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| NAME OF THE EVENT | DATE | PLACE |
| Financing to innovative companies between internal and external liquidity: post-Covid 19 trends and prospects | 24/09/2020 | webinar |
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1. Number and types of participants/target groups

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| NAME OF THE EVENT | NUMBER OF PARTICIPANTS | TYPES OF PARTICIPANTS |
| Financing to innovative companies between internal and external liquidity: post-Covid 19 trends and prospects | 19 | DIH representatives of CNA in Emilia Romagna |
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1. Topics tackled and links to deliverables, outputs

**Financing to innovative companies between internal and external liquidity: post-Covid 19 trends and prospects (24/09/2020)**

As a consequence of the health emergency that hit our country, companies need to find financing opportunities in order to restart with their activities at the best.

During this workshop, held in video conference mode, owing to the COVID 19 emergency, Professor Benedicta Marzinotto, Professor of Political Economy at the Department of Economic and Statistical Sciences of the University of Udine, presented the relationship among tangible and intangible goods.

In the last years there has been an increased awareness that the key to the success of a business mainly relies in its equipment of intangible resources, represented in particular by the human, intellectual, relational, social, organizational and symbolic resources of a company. On the other hand, tangible assets are able to generate a moderate return on investments, since they are common and easily reproducible forms of capital. Intangible assets represent resources adding a value to the physical assets of a company, and enable companies to grow in the medium and long period.

1. Expected effects and follow up

The Companies investing in new instrumental intangible assets functional to the transformation processes 4.0 can benefit from subsidies, aimed at supporting the competitiveness of companies.

Given the availability of funds and incentives, CNA Emilia Romagna has decided to focus this webinar on the importance of intangible resources, which form the basis of the value creation process of a company, but also one of the main causes of imperfection and distortion of evaluative processes.

Intangibles represent a business ingredient that most companies do not manage adequately, do not measure and do not promote. On the other hand, in the last years, financial analysts and the most observant investors pay them a greater attention, when assessing the solidity and development prospects of companies. If on one hand the investments in intangibles have not reached an optimal level for enterprises, on the other it is important to promote an awareness towards companies regarding the importance of such investments, in order to improve their own performance goals in terms of competitiveness and innovation.

Only rare, valuable, difficult to imitate resources, consolidated over time thanks to evolutionary learning mechanisms, allow a positive differential compared to competitors.

Intangible resources have these characteristics and add value to the material assets of the company, guaranteeing some companies periods of extraordinary, above the norm, profits and growth, the result of temporary positions of competitive advantage and temporary monopolies, as it was emphasized by Prof. Marzinotto.

Following this webinar, various expressions of interest were collected from the participants, the DIH representatives of CNA in Emilia Romagna, to investigate the issue of corporate financing, to provide companies in the Emilia Romagna region with concrete actions and services in the scope of Industry 4.0.

1. Annexes: e.g. agenda of the event, pictures, media coverage web- links etc

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| NAME OF THE EVENT | LINK |
| Financing to innovative companies between internal and external liquidity: post-Covid 19 trends and prospects | <https://www.interreg-central.eu/Content.Node/4STEPS/Financing-for-innovative-companies-between-internal-and-ext.html> |
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