



PRESS RELEASE

CIRCLE: *Connecting EU* Business Unit has launched new “*EU Branding*” services designed to introduce customers to their next partners and clients and to attract European funding

Genoa, June 18th, 2020

Circle S.p.A. ("**Circle**"), company heading the homonymous Group specialized in the analysis and development of automation and digitalization solutions for port and inter-modal logistics sectors, listed on the AIM Italia market, organized and managed by Borsa Italiana, has launched through its *Connecting EU* Business Unit new services of “*EU Branding*” line of business.

New services include digital and social multichannel promotion, organization of physical and virtual events and business to business matching, aimed at strengthening relations with stakeholders and improve positioning at a European level of companies and public organizations (such as associations) specialized in port, transport and logistics.

By working side by side with *Connecting EU* Project Anticipation staff, *EU Branding* team helps customers achieving their business goals and meeting their next partners and clients, as well as attracting European funding.

Connecting EU added value is the excellent knowledge of transport industry - deriving from decades of consultancy activity - and a consolidated network throughout Europe, pivotal for the construction of valuable contents and the recruitment of qualified experts and highly targeted audience.

*“Our job is to create a genuine international network around the ideas of our clients and to build consensus on their best practices within European port & shipping community, providing them visibility and the chance to reach their target audience and promote their products/services” explained **Alexio Picco, Managing Director of Circle Group.***

This philosophy, together with distinctive mixed skills and interdisciplinary work of its professionals, has allowed Circle to acquire with *Connecting EU* a great track record in cross-functional processes, by creating and managing effectively large-scale international consortia and by contributing in significant way to the business development of its both public and private clients.



Among various success cases that Circle numbers in its portfolio, it is worth mentioning *DocksTheFuture* (selected within the framework of Horizon 2020 Programme to define the Port of the Future), *FENIX - A European Federated Network of Information eXchange in LogistiXStudy*, which intervenes on nine TEN-T logistic corridors and four maritime Motorways of the Sea connections, and *E-BRIDGE*, which is part of the wider programme of measures of national relevance after the emergency derived from Morandi bridge collapse to support the technological development of Port of Genoa.

In addition to these results, it should not be forgotten the achievement of seven physical events - above all *Bilog Logistics and Maritime Forum* and *Motorways of the Sea* fora - which Connecting EU Business Unit has organized and managed during the last three years involving a network of around 2,000 attendees, as well as successful digital events like the *Green Deal Webinar* and the *Belt and Road Initiative Coffee Talk*.

Established in Genoa in June 2012, **Circle S.p.A.** is a company with distinctive vertical skills in the port sector and intermodal logistics specialized in consulting and in the development of **products for automation and for the Supply Chain digitalization**. The acquisition, at the end of 2017, of 51% of Info.era guaranteed the strengthening of the related **Milos®** and **Sinfomar®** software products, focused on the intermodal logistics sector, inland terminals and port terminals, ports (Port Community System of the Port of Trieste, in example), as well as to MTOs and maritime agencies. During 2019 Circle is further strengthening the solutions portfolio, in the IOT, Optimization, Digital Twin, Big Data, Process Automation sectors and, in July 2019, Circle has acquired 100% of Progetto Adele, a software house specialized in the development of vertical software systems on the Supply Chain with the two **Master SPED** and **Master TRADE** solutions, respectively dedicated to shipping and logistics, and commerce and industry. Furthermore, through the Connecting EU Business Unit, Circle supports Public Authorities and Private Companies by achieving their strategic objectives through European funding (**Project Anticipation**) and with digital and social multichannel promotion, organization of physical and virtual events and business to business matching, aimed at strengthening their relations and business proposals in Europe (**EU Branding**). From October 26th, 2018 Circle is listed on the AIM Italia market of Borsa Italiana (alphanumeric code: CIRC; ISIN code for ordinary shares: IT. 0005344996). Circle is an Innovative SME.

For further information

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