

Dissemination Factsheet

European Forum for Electronic Components and Systems 2021

Digital Dissemination of IMOCO4.E project

Digital dissemination of industry collaborations is crucial step in communicating project innovations across stakeholder communities globally. As one of the key innovation initiatives for electronic components and systems, IMOCO4.E was featured as a virtual exhibitor at the **European Forum for Electronic Component and Systems (EF ECS 2021)**, positioning itself as a key initiative shaping the future of Industry 4.0 manufacturing in Europe among attending global audiences and projects part of the EU R&D ecosystem.

The virtual promotion of IMOCO4.E is a part of the project consortium's overall dissemination and exploitation efforts to demonstrate the innovation objectives and potential of the project. Spreading innovation awareness through virtual exhibitions, enables the wider industry to prepare for the technological advancements delivered via IMOCO4.E, avoiding significant investment into research and development of similar, competing solutions independently. The key goal is to conceptually pursue effective promotion of IMOCO4.E, aiming for transferability of the results beyond the project's lifespan, using the dissemination and exploitation strategy as the main engine for promotion and value generation.

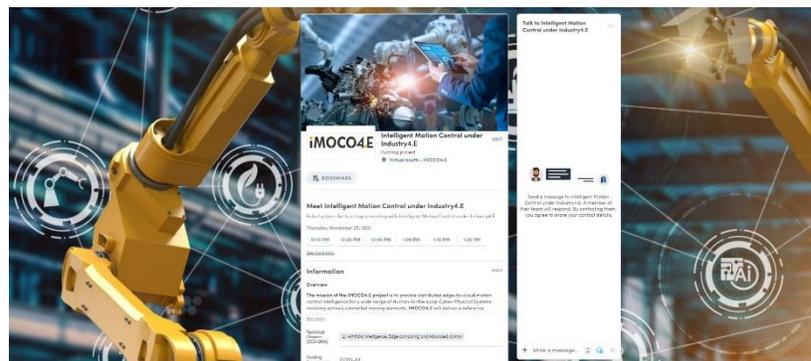


Figure 1: The IMOCO4.E Virtual Dissemination Booth at EF ECS 2021

The IMOCO4.E virtual exhibition booth (**Figure 1**) featured during EF ECS 2021 underpinned the innovation and uptake potential of the project. With more than 60 visitors, the booth featured digital materials such as flyer and banner, presenting in a visual, comprehensive way information about the project. In addition, the booth featured as direct link to surveys related to the IMOCO4.E project.

Going beyond the objective of disseminating project-specific information, the IMOCO4.E virtual booth acted as a showcase for the innovation potential of EU-funded collaborations among businesses, their impact on the growth of European economy, employment and leadership in key industrial sectors of the future.

Overall, the virtual booth gave the consortium the opportunity to promote the project among highly influential audiences from every segment of the global microelectronics industry, including C-level executives, leading manufacturers, key technology stakeholders and purchasers.