**Eureka Investment Readiness Programme - Corporate Activities**

**Are you interested in exploring a collaboration with Modelo Continente (MC)?**

Eureka is delighted to continue this year its collaboration with MC as a key corporate partner within the Eureka Investment Readiness Programme.

Do you have a technology-based solution that can make a dent in the retail industry? Is your product disrupting a different industry and you believe it would do the same in Retail? Then, MC is looking for you.

MC is the food retail market leader in Portugal with a number of distinctive business segments, which offer a varied range of high-quality products at the best prices: Continente (hypermarkets), Continente Modelo and Continente Bom Dia (convenience supermarkets), Meu Super (franchised supermarkets), Bagga (cafeterias), Go Natural (healthy food supermarkets and restaurants), Make Notes, Note! (book shops/stationery), ZU (dogs and cats products and services), Wells (health, well-being and eye care) and Dr. Well’s (dental and aesthetic medicine clinics).

MC breathes innovation and aims to build the future of retail. They’ve been cooperating with different partners (Companies, Startups, Research and Development Centers…) to improve the shopping experience wherever their customers are and to push forward the way they operate across the value chain. Acknowledging that its network is limited and innovation can come from anywhere, MC joined Eureka to find disruptive solutions.

Participate at the 2023 Eureka first online session with MC on **Tuesday, 12 September 2023, from 15:00-16:25h CEST** Register here: <https://attendee.gotowebinar.com/register/7743448507647026523>

During this session MC will present how they are currently engaging with startups and what MC is looking for. After the session, you will be invited to present your solution. Based on the applications received, a selected number of startups will be invited to a one-to-one meeting with MC.

**Agenda:**

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| 15:00 | Introduction | Emma Fau, External expert on Investment readiness at Eureka |
| 15:05 | How to build successful partnerships with Sonae MC  Sonae MC Challenges  Some real stories | Tiago Silva, Innovation Specialist, MC |
| 16:05 | Next Steps | Emma Fau, External expert on Investment readiness at Eureka |
| 16:10 | Q/A session |  |
| 16:25 | End of session |  |

The participation at this session is **only open to SMEs/startups from Eureka countries**: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Canada, Chile, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Malta, Monaco, Montenegro, North Macedonia, Norway, Poland, Portugal, Romania, San Marino, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, The Netherlands, Türkiye, Ukraine, United Kingdom.