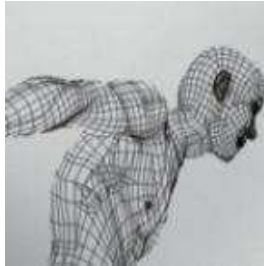

Bright Future Ideas Award:

Bright Future Ideas Award:

The United Kingdom has a history of talent and creativity. Its knowledge-based economy fosters new ideas and enterprises.



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Companies of all sizes and nationality and from a wide range of industry sectors take advantage of its position at the heart of the global economy and its status as a global crossroads.

UK Trade & Investment and the British Consulate promote innovation and technological partnerships between Italy and the UK and within this context they will be assigning a special prize at the Start Cup Milano Lombardia.

The Start Cup Milano Lombardia is the business plan competition promoted by six universities of the Lombardy region with the support of the strategic partner Vodafone Italia to encourage and sustain the creation of high-tech start-ups.

It is co-ordinated by Fondazione Politecnico di Milano and Acceleratore d'Impresa del Politecnico di Milano.

On 27th October during the Awards Ceremony of the Start Cup Milano Lombardia, the Consul General and Director for Trade & Investment Dr. Laurence Bristow-Smith will announce the 5 nominations for the "Bright Future Ideas Award".

The winner will be officially awarded by Her Majesty's Ambassador to Italy Edward Chaplin CMG, OBE on 20th January 2010 during the UK-Italy Business Awards Ceremony at Palazzo Scavi, Borsa Italiana, Milan.

The first prize will include a visit to UK Trade & Investment headquarters in London to attend ad hoc meetings that will provide the opportunity to develop an entrepreneurial idea with an international perspective.

The five finalists' business plans will be translated into English and the runners up will receive a scroll signed by the Director for UK Trade & Investment, Italy.

More information

Date: 25 October 2009

Place: Milan, Italy

For more information [visit the website](#).