

<http://www.pro-e-bike.org/2015/01/05/lets-2014-conference/>

## Let's 2014 conference

From September 29th to October 1st 2014, Bologna hosted Let's 2014 (www.lets2014.eu), the European Conference with the aim of discussing the role of the Industrial Research and the Key Enabling Technologies which are the strategic priority technologies for the

industrial development pinpointed by the European Commission and funded by Horizon 2020, the new framework programme for Research and Innovation. Let's 2014 was promoted by the European Commission and organised in the context of the Italian presidency by CNR, APRE and ASTER. This important event gathered in Bologna more than 1.200 experts from all over the world for examining the current situation of research and innovation in the industrial field. The programme reserved 30 among plenary sessions, parallel sessions and workshops, an international brokerage event, a poster session where the FP7 funded projects were illustrated and also the possibility to visit the most influential industries of Emilia Romagna Region. Thanks to the collaboration of Cicli Lombardo spa and Warrant Group srl, the project Pro-E-Bike was one of the protagonists of the fair, raising great interest and curiosity among the participants. Indeed, during the inauguration day of the conference, the audience could try in the stand area one of the e-cargo-bike produced by the Sicilian company: lots of researchers and entrepreneurs didn't lose the chance to try first-hand, or first-leg, the advantages of using electrical bicycles for company services or deliveries instead of scoters and vans in terms of functionality, environmental impact and performance.

