

London Calling Italy: Clou Desire Enters The Global Entrepreneur Programme Held By Uk Trade&Investments

Milan, 21 Nov 2014

Clou Desire, the cloud marketplace that enables any software application to become available in the Cloud, wins the **UK-Italy Springboard competition** (@UKITSpringboard), Category "Global Entrepreneur Programme".

Clou Desire is now entitled to accelerate its international development plans from a UK hub with the support of a dynamic team of entrepreneurs, experts and the global network of the British government.

UK-Italy Springboard is an entrepreneurial competition organized by **UK Trade and Investment** (@UKTIItaly), addressed to Italian companies with high growth potential, who want to develop internationally starting with the UK.

Being one of the most open and dynamic business ecosystems in the world, the UK is an important market for Italian companies and the perfect base to internationalize their business.

Clou Desire is one of the 8 finalists invited to the UK-Italy Springboard event on November 20, 2014 in Turin, housed in the Department of Economics and Statistics, University of Turin, Luigi Einaudi Campus, to present their business to an international jury who selected two winners in the following categories:

- Clou Desire for The Global Entrepreneur Prize
- We Like CRM for Creative Industries The Special Prize

Awarded by the UK Ambassador Christopher Prentice (AmbPrentice), the **CEO of Clou Desire Eddy Fioretti** (@eddyfioretti) openly expresses his satisfaction: "The UK is a natural stepping stone for an hard core tech company like Clou Desire. Many thanks to UK Trade and Investment for this precious opportunity".

Clou Desire will be officially awarded during the ceremony at the **UK-Italy Business Awards** on **January 22, 2015 at the Italian Stock Exchange in Milan.**

Links

Clou Desire: www.clou Desire.com

Follow us on @clou Desire

UK-Italy Springboard <http://bit.ly/1xJfX0k>

UK Trade and Investment
<http://bit.ly/1vwveVD>

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