

AGENDA

8.45 am

REGISTRATION OPEN

9.15 am

WELCOME ADDRESSES

Massimiliano Magrini, Managing Partner United Ventures

9.30 am

KEYNOTE

Global Attractiveness Index. The true measure of a Country's attractiveness

Valerio De Molli, CEO The European House Ambrosetti

9.50 am

PANEL: SMART INVESTING

Selected investors will discuss how the current digital transformation is reshaping traditional industries and how this represent a big opportunity in established and emerging geographies.

Moderator: **Paola Bonomo**, Non Executive Director

Panelists:

Gill Cogan, Founding partner Opus Capital

Rob Kniaz, Founding partner Hoxton Ventures

Edoardo Bounous, European Director Symphony Technology Group

John Paton, Chairman & Managing Partner IVA Ventures

10.35 am

KEYNOTE

Francesco Caio, CEO Poste Italiane

10.55 am

COFFEE BREAK

11.10 am

PANEL: TECH CHAMPIONS

The session will host entrepreneurs who will discuss what it takes to start and grow a technology company from bootstrapping to global scale.

Moderator: **Roberto Bonzio**, Journalist

Panelists:

Massimo Banzi, Co-Founder & CEO Arduino

Niccolò Maisto, Co-Founder & CEO Faceit

Paolo Galvani, Chairman & Co-Founder Moneyfarm

Andrea Calcagno, Founder & CEO Cloud4Wi

Andre Schmidt, Former Founder & CEO DutyCalculator

11.55 am

FIRESIDE CHAT

Massimo Costa, Country Manager WPP Italy

Interviewed by **Carlo Alberto Carnevale Maffè**, Professor of Strategy at Bocconi University School of Management

12.15 pm

PANEL: OPEN INNOVATION & TECHNOLOGY TRANSFER

The ability of established and new corporations to absorb technologies is key to their success. In this context, open innovation strategies and collaboration with research centers are essential to effectively make a productive transfer from research to value creation.

Moderator: **Barbara D'Amico**, Journalist

Panelists:

Cabrio Cautela, Associate Professor Politecnico di Milano - Design department

Agostino Cavazza, Researcher Edmund Mach Foundation

Bruno Lepri, Head of Mobile and Social Computing Lab at FBK and MIT Media Lab

Vincenzo Russi, CEO e-Novia

1.00 pm

FINAL REMARKS

Paolo Gesess, Managing Partner United Ventures