



PARTNER



Conference Registration



### German-Italian Innovation Conference

Berlin, Italian Embassy, 29th November 2017

#### "Investing in Italian Innovation: Digital Solutions and the challenge of Industry 4.0"

The digital economy is offering opportunities to spur innovation, increase competitiveness and foster sustainable growth and job creation, provided that pressing policy challenges brought about by the transformation underway are addressed. Governments are putting in place comprehensive policy frameworks to enable change, and ensure that the digital economy stays inclusive, while mitigating the potential disruption that new technologies can have on the labor markets and on societies as a whole.

The Italian Government score now amongst the frontrunners in Europe in supporting digital transformation processes. Its Industry 4.0 National Plan adopted in 2016 concluded a comprehensive policy of regulatory, financial and fiscal measures to support domestic and foreign investors, with a focus on digital manufacturing and innovative businesses: according to the Digital Tax Index 2017 of the University of Mannheim, the Italian tax system has become the most attractive one for digital business models among G7 partners, and the second in Europe after Ireland. The Italian growing innovation ecosystem increasingly attracts attention from investors.

During the conference, over 200 Italian and German companies and startup will meet to discuss common challenges to digitize their products and services. Cross Border cooperation and Digital Innovation hubs can provide easy access for SMEs to latest design, prototyping and manufacturing capabilities and can help facilitating access to finance. We will discuss how to create awareness on the opportunities of Industry 4.0, how to provide support to the development of innovative investment plans and how to enhance the access to public and private financing.

The conference is structured in three parts:

- a **high-level policy introduction** focused on the Italian policy framework to support innovation and digital business and to attract skills-intensive Foreign Direct Investment. We will present the Italian general policy framework to attract foreign investors, both at national and at regional level, as well as the policy framework for investing in Italian Innovation, one year after the launch of the Industry 4.0 national Strategy
- **six pitching sessions** among selected Italian and German companies across the sectors affected by digital transformation processes (Smart Manufacturing and Industry 4.0; Fashion & Design; Foodtech and Innovative Agrofood; Fintech; Creative Industries, Smart Mobility and digital web content; Life Sciences)

- **Policy conclusions** by the representatives of the Italian and German Governments and by the Presidents of the Business Associations Confindustria and BDI, who will frame out the results of the German-Italian Business Forum, last 19th -20th November in Bolzano).

## [DOWNLOAD FULL CONFERENCE PROGRAMME](#)

8.00 – 8.30      **Registration and Welcome Coffee**

8.30 –      **Welcome Address**  
8.45

**H.E. Pietro Benassi**, Ambassador of Italy to Germany  
**Fabio Casciotti**, Director, Italian Trade Agency - Berlin Office  
**Emanuele Gatti**, President, Italian Chamber of Commerce to German

8.45 –      **Keynote: The challenge of Industry 4.0**  
9.30

**Moderator:** Professor **Marco Taisch**, Politecnico di Milano

**Stefano Firpo**, Director General for Industrial Policy, Ministry for Economic Development, Italy

**Wolfgang Scheremet**, Director General for Industrial Policy, Federal Ministry for Economic Affairs and Energy

**Giuliano Busetto**, Industrial Divisions CEO, Siemens S.p.A. and President, ANIE

9.30 -      **Coffee Break**  
9.45

9.45-      **High-level Roundtable: The Italian regulatory framework to support industrial**  
11.15      **innovation and foreign direct investment – National and Regional strategies at a glance**

**Moderator:** **Wolf Michael Kühne**, Partner, DLA Piper

**Stefano Bonaccini**, President, Emilia Romagna

**Enrico Rossi**, President, Toscana

**Valeria Fascione**, Regional Minister for International Trade, Innovation and Start-Ups, Campania

**Guido Fabiani**, Regional Minister for Economic Development, Lazio

**Michele Mazzarano**, Regional Minister for Economic Development, Puglia

**Fabrizio Pagani**, Head of the Minister's Office, Italian Ministry of Finance

**Valerio De Molli**, Managing Partner and CEO, The European House - Ambrosetti

**Nicola Lener**, Principal Director for Internationalization, Italian Ministry of Foreign Affairs

11.15 -      **Keynote Speech: "Digital Production: Everything is connected". Professor Gesche**  
11.30      **Joost**, Berlin University of Arts, Head of Design Research Lab, Digital Champion Germany

11.30 -      **Keynote Speech: "Industry 4.0 in the making: impacts on organizations, jobs and**  
11.50      **education" - Professor Gianmario Verona**, Rector, Bocconi University

11.50 -      **Pause**  
12.00

12.00 -      **Breakout Session I: Smart Manufacturing - when factories go digital: mainstreaming**  
13.30      **digital innovation across all sectors**

**Moderator:** **Henning Banthien**, Secretary General, Plattform Industrie 4.0

**Kick-offs:**

**Paolo Poma**, Chief Financial Officer, Lamborghini Automobili SpA

**Erwin Rauhe**, Vice President, BASF Italia

**Gerhard Dambach**, CEO, Robert Bosch SpA

**Discussants:**

- Robin Tech, co-founder, AtomLeap GmbH  
**Amedeo Lepore**, Regional Minister, Campania and Member of the Industry 4.0 steering group  
**Ivan Ragazzini**, Head of Software Automation, IMA SpA  
**Simone Zeloni**, Director for Industrial Relations and Development, General Electric Italy  
**Gianni Campatelli**, MOVET Automotive Cluster and University of Florence  
**Vito Pertosa**, President, Angel Group Srl
- 12.00 - **Breakout Session II: Fashion, Design, Wearables: blending creativity, lifestyle and**  
13.30 **technology**
- Moderator: Verena Dauerer**, Journalist, global correspondents for design + architecture
- Kick-offs:**  
Professor **Emanuela Prandelli**, LVMH Associate Professor of Fashion and Luxury Management, Bocconi University  
**Berit Greinke**, Senior Researcher, Design Research Lab, Berlin University of Arts  
**Alessandro Colombo**, Director, Istituto Europeo di Design
- Discussants:**  
**Giuseppe Tamola**, Head of Italy, Spain and Poland, Zalando SE  
**Thomas Gnahn**, CEO and Founder, Wear It Berlin GmbH  
**Paolo Canonico**, Technical and R&D Director, SAATI Group S.p.A.; President, European Technology Platform of Textile and Clothing  
**Fabio Pietrella**, Partner, Maglificio Musetti  
**Fabio Salvadori**, CEO, SuperEvo  
**Pietro Siciliano**, Research Director, Institute for Microelectronics and Microsystems IMM- CNR  
**Cataldo De Luca**, Head of Innovation, Base Protection
- 12.00 - **Breakout Session III: Foodtech and innovation in agroindustry: reconciling quality and**  
13.30 **sustainability**
- Moderator: Jewell Sparks**, CEO, Bithouse Group & Founder Food and Foodtech Group, German Startup Association
- Kick-off:**  
**Sara Roversi**, Founder, Future Food Institute
- Discussants:**  
**Marco Vitale**, CEO, Food Chain SpA  
**Giuseppe Romano**, Engineering Manager, Orogel SpA  
**Pasquale Casillo**, President, Casillo Group SpA  
**Roberto Fusaro**, Export Manager, Dolciaria Acquaviva  
**Robert Dümcke**, Fitby Nutrition UG  
**Dario Galbiati Alborghetti**, Managing Director, Food Labs Berlin GmbH  
**Camaley Jennings**, Marketing Manager, ShareTheMeal/World Food Programme
- 13.30 - **Lunch Break**  
15.00
- 15.00 - **Breakout Session IV: Fintechs and Financial Innovation: ready for the digital wallet?**  
16.30
- Moderator: Claudio Chirco**, Lawyer, BEITEN BURKHARDT Rechtsanwaltsgesellschaft mbH
- Kick-offs:**  
Professor **Andrea Beltratti**, Associate Dean, Corporate and Financial Institutions Division, Bocconi University  
**Fabrizio Pagani**, Head of the Minister's Office, Italian Ministry of Finance  
**Pietro Sella**, CEO, Gruppo Banca Sella SpA
- Discussants:**  
**Matteo Concas**, General Manager Italy, N26 GmbH  
**Flavio De Laurentis**, Managing Director Italy, Barzahlen GmbH  
**Paolo Galvani**, Chairman and Co-Founder, MoneyFarm  
**Giuseppe Littera**, Chief Technical Officer and Co-Founder, Sardex SpA  
**Romano Stasi**, Secretary General, ABI LAB  
**Savino Damico**, Head of Digital Payments and Biometrics, Intesa Sanpaolo

**David Stachon**, Chief Digital Business Officer and Member of the Board, Generali Deutschland

**Simone Viganò**, Country Head Italy, Raisin GmbH

**Vincenzo Fiore**, Owner, Auriga SpA

15.00 - **Breakout Session V: Creative industries, smart mobility and digital content as**  
16.30 **enabling factors for self-empowerment: which technologies for the digital culture and the digital society?**

**Kick-offs:**

**Giorgio Ventre**, Scientific Director, Apple iOS Developer Academy, Naples

**Andreas Gebhard**, Founder, re:publica

**Castulus Kolo**, Dean, Vice President for Academic Affairs and Research, Macromedia University of Applied Sciences

**Discussants:**

**Luigi Lanuzza**, Head of New Technologies, e-Solutions (Enel Group)

**Maxim Nouhroudi**, Founder & Managing Director, Door2Door GmbH

**Luca Destro**, Partner, Fabbrica Italiana Veicoli Elettrici Srl

**Michele Moretti**, CEO, Fincons Group

**Michael Fischer**, Head of PR and Policy, MOIA - Social Movement GmbH

**Giovanni Caturano**, CEO, SpinVector SpA

**Paola Castellacci**, CEO, Var Digital Srl

15.00 - **Breakout Session VI: The challenge of digital healthcare: bringing new life in Life**  
16.30 **Sciences?**

**Moderator: Eckhard Nagel**, Managing Director, Medical Management and Health Science Institute, University of Bayreuth

**Kick-offs:**

**Stefan Jaroch**, Head of External Innovation Technologies, Bayer CoLaborator

**Frank Gotthardt**, Chief Executive Officer, CompuGroup Medical SE

**Discussants:**

**Pablo Mentzinis**, Director Digital Government SAP Health, SAP SE

**Giuliana Gavioli**, Head of Innovation, B. Braun Avitum Italy

**Roberto Manenti**, Owner, SEARTAWEB

**Giovanni Masotti**, Vice President Laser Systems, El.En. SpA

**Domenico Favuzzi**, President, Exprivia SpA

**Reinhard Uppenkamp**, CEO, Berlin-Chemie

16.30 - **Coffee Break**  
17.00

17.00 - **Keynote: the challenges of innovation and digital transformation: perspectives from**  
17.45 **the industrial and the financial sectors**

**Fabio Spagnuolo**, Head of Network & Promotion of Innovation Culture, Intesa San Paolo

18.00 - **Keynotes and the way forward**  
18.45

**Moderator: Eckhart Petzold**, Lawyer and Head of Luther's Italian Desk, Luther Rechtsanwaltsgesellschaft mbH

**Vincenzo Boccia**, President, Confindustria

**Dieter Kempf**, President, Bundesverband der Deutschen Industrie

**Matthias Machnig**, State Secretary, Federal Ministry for Economic Affairs and Energy, Germany

**Benedetto Della Vedova**, State Secretary, Ministry for Foreign Affairs

18.45 - 19.00 **Family Photo**

19.00 - 21.00 **Dinner Buffet & Networking**

PARTNERREGIONEN



Regione Emilia Romagna

REGIONE LAZIO



REGIONE PUGLIA



Regione Toscana

GEFORDERT DURCH



# Forum Italo-Tedesco sull'Innovazione e sugli Investimenti.

ottobre 18, 2017

*Il 29 novembre a Berlino, un importante contributo al dibattito internazionale sulla trasformazione digitale: un evento organizzato dalla ITKAM in cooperazione con l'Ambasciata Italiana a Berlino e l'ICE – Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane.*

**29 Novembre 2017, Ambasciata italiana a Berlino**

## Forum Italo-Tedesco sull'Innovazione e sugli Investimenti "Italia e Germania – motori per la trasformazione digitale e Industria 4.0"



([http://itkam.org/wp-content/uploads/2017/10/i40\\_logo-Forum.jpg](http://itkam.org/wp-content/uploads/2017/10/i40_logo-Forum.jpg))

### Il tema del Forum italo-tedesco 2017

Il tema dell'**Industria 4.0** è al centro del dibattito politico-economico che ha come obiettivo il miglioramento dell'efficienza attraverso l'automazione e la digitalizzazione dei processi di produzione e, più in generale, l'aumento della produttività.

Ormai da parecchio tempo, i Leader europei cercano di sfruttare le opportunità internazionali, assieme alle sfide della Digitalizzazione. Un importante contributo al dibattito internazionale sulla trasformazione digitale è apportato dalla **Camera di Commercio Italiana per la Germania (ITKAM)** che, in cooperazione con l'**Ambasciata Italiana a Berlino** e l'**ICE-Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane**, realizza il **Forum Italo- Tedesco sull'Innovazione e sugli Investimenti**.

Oltre ai **presidenti** di entrambe le **associazioni industriali nazionali**, **BDI (Dieter Kempf)** e **Confindustria (Vincenzo Boccia)**, saranno presenti numerosi **esponenti di alto livello**, appartenenti al mondo della Politica, delle Istituzioni e Moltiplicatori, così come società e rappresentanti del settore emergente delle Start up che discuteranno il tema della Trasformazione Digitale e dell'Industria 4.0 e incoraggeranno **idee per future cooperazioni bilaterali a livello aziendale e di ricerca**.

**La partecipazione al Forum è gratuita. Il numero dei partecipanti è limitato.**

**Qui trovate il programma del Forum 2017**  
(<https://sites.google.com/a/ice.it/industry40/>)

**Qui trovate il modulo per iscrivervi**  
(<https://sites.google.com/a/ice.it/industry40/iscrizione-all-evento>) al Forum

Per maggiori informazioni: [igafarova@itkam.org](mailto:igafarova@itkam.org) (<mailto:igafarova@itkam.org>)

**Organizzatori:**



(<http://itkam.org/wp-content/uploads/2017/10/Organizzatori.jpg>)

**Partner:**

(<http://itkam.org/wp-content/uploads/2017/10/Partner2.jpg>)



**Regioni Partner:**

(<http://itkam.org/wp-content/uploads/2017/10/Supporter.jpg>)



REGIONE PUGLIA



Regione Toscana

**Con il contributo:**



Unione Europea



(<http://itkam.org/wp-content/uploads/2017/10/Campania-Fesr.jpg>)

**Supporter:**

(<http://itkam.org/wp-content/uploads/2017/10/Regioni-Partner.jpg>)

