



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 scores 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 startups 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).



PROGRAMME

8.00 - 8.30 Registration and Welcome Coffee

8.30- 8.45 Welcome Address

- **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 Germany

8.45-9.30 Keynote: The challenge of Industry 4.0

The keynotes will address the trends and challenges set out by the Fourth Industrial Revolution for the Italian and German manufacturing, affecting every step of the life cycle of businesses, regardless from their size. While many large companies are already mainstreaming digitalization in their respective business models and innovation strategies, some small and medium-sized enterprises are still lagging behind. According to the European Commission, around 5 per cent of SMEs in Europe are thoroughly networked and a third of them are taking the first steps in that direction or have concrete plans to do so. Against this backdrop, Industry 4.0 National Strategies of Italy and Germany and joint Platforms will be discussed.

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

- **Stefano Firpo**, Director General for Industrial Policy, Ministry for Economic Development
- **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 -9.45 Coffee Break

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

Since 2014, Italy has developed a comprehensive policy to facilitate access to financing for innovative businesses with targeted tax credits and simplified rules, to promote a regulatory ecosystem more conducive to productive investment, to provide incentives for companies' capitalization and market listing. Alongside the national "Finance for Growth" and "Industry 4.0" Compacts, a comprehensive toolkit of regulatory, financial and fiscal measures at the regional level is supporting domestic and foreign investors.

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

- **Enrico Rossi**, President, Toscana
- **Valeria Fascione**, Regional Minister for International Trade, Innovation and Start-Ups, Campania
- **Palma Costi**, Regional Minister for Economic Development, Emilia Romagna



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

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

The 4th industrial revolution impacts the "way of doing business" at large. It deeply affects how organizations are structured, face competition and interact among each other and with their respective stakeholders. These dynamics are expected to have an extensive impact on the labor market: To what extent will machines replace workers? What new jobs will emerge? How will the role of managers change as a consequence? What role will education and life-long learning play in the process of aligning competences, practices and mindsets to the new context?

11.50 – 12.00 Pause

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

The changes arising from the digital revolution in the production and value creation process are radical and pose a real challenge to enterprises. Companies need to exploit the new possibilities of digitalization to develop new business models, to take full advantage of emerging technologies and facilitate their integration into global value chains. In the manufacturing industry, only 10 per cent of companies are currently operating intensively with Industry 4.0 solutions. In machinery and plant engineering the proportion is double that. The panel will discuss how Industry 4.0 can be an enabler of real-time planning of production plans, and how smart manufacturing can support companies to fine-tune production with the entire value chain, from suppliers to delivery of goods to customers, thus minimizing inventory, logistic and transport costs.

Moderator: Daniel Senff, Deputy 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, IMASpA



- **Gianni Campatelli**, MOVET Automotive Cluster and University of Florence
- **Pietro Stama**, Marketing and Communications Manager, Angel Group
- **Giuseppe Bratta**, President, Cluster La Nuova Energia
- **Giovanni Affinita**, Member of the Board, SAPA

12.00 - 13.30 Breakout Session II: Fashion, Design, Wearables: blending creativity, lifestyle and technology

Fashion, Design, Wearables and IoT Technology are interacting in an unprecedented way. As wearable tech matures, designer collaborations are popping up everywhere. Tech firms have realized that they need fresh and “out-of-the box” thinking to make their products appealing for the general public, and fashion and design companies can skip years of testing. From smart watches to smart home solutions, wearable technology is moving away from geek-style into luxurious designs. As solutions get smaller, designer can push the boundaries into new feats. The session will discuss the opportunities that digital businesses can offer, bridging skills across sectors.

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 Gnahm**, 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
- **Roberta Rindone**, Creative Director Geko Srl

12.00 - 13.30 Breakout Session III: Foodtech and innovation in agroindustry: reconciling quality and sustainability

Large-scale food multinationals are now starting to engage with startup companies trying to disrupt their industry to keep up with new technology and consumer trends. The session will discuss the role of ICT, investment, acceleration and incubation services for new business ideas in the agroindustry sector. In Italy, agrifood clusters are evolving, integrating millenary culinary traditions and world class excellences in packaging, logistics and food processing. It will be discussed how to connect and bring to the forefront local knowledge with a global network to leverage the impact



we can make on access to food, actions against waste, and sustainable agriculture, while nurturing a global food innovation scene.

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, Made for_ GmbH; Venture Partner, Atlantic Food Labs GmbH
- **Camaley Jennings**, Marketing Manager, ShareTheMeal/World Food Programme
- **Gianfranco Previtera**, Vice President Sales, Almaviva SpA

13.30 - 15.00 Lunch Break

15.00 - 16.30 Breakout Session IV: Fintechs and Financial Innovation: ready for the digital wallet?

The financial crisis of 2008 and the heavy level of regulation that followed encouraged a vacuum of innovation in banks: meanwhile, front-office and client-focused services have moved into the technology and startup arena. The boom in Fintech startups is a global phenomenon: however, Berlin and Milan are providing two ecosystems particularly conducive to this matter. The number of Fintech startups is difficult to pinpoint, but data sources and industry watchers estimate that in the first half of 2017 over 141 million euro have been invested in Berlin in the Fintech business. Fintechs are now providing across Europe tech-enabled payments, currency exchange, crowd funding, online lending and wealth management services, thus competing with traditional retail banking and financial services firms. The session will discuss how Fintechs can improve the overall efficiency of the financial sector.

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

Cultural and creative industries score amongst the most dynamic components of the Italian economy, accounting for 6% of Italian GDP (89,9 billion euro) and for 1,5 million jobs. At the same time, creative industries are now confronted with the challenges of the digital society. The digital economy can also be an opportunity for inclusion and connectivity in rural and urban areas: openness, self-organization and participative mechanisms can improve smart mobility, cultural diversity and attractiveness, as well as civic empowerment. Smart mobility solutions, such as car sharing and ride sharing, will enable urban transport to operate with far fewer cars than we have today, fading away the distinction between public and private transportation. As creatives and digital businesses support processes of self-empowerment, this session will discuss how their engagement can contribute to sustainable development and to social inclusion.

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
- **Luca Marchetti**, CEO, Studio Evil

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

Digital Health is forcing disruptive solutions in the medical field through machine learning, allowing doctors to access patient files, lab tests and images such as X-rays at any time. Recent



technological achievements have revolutionized clinical practice, from prevention through diagnosis, monitoring to disease management, and enabled unprecedented public interest and engagement. Recent achievements in mobile technology and sensor/wearable devices have created big data streams, facilitating participatory systems that are radically changing the way we monitor populations with unprecedented opportunities for disease surveillance, early-warning, preparedness, and rapid response.

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

16.30 - 17.00 Coffee Break

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

- **Pierantonio Macola**, President, SMAU
- **Fabio Spagnuolo**, Head of Network & Promotion of Innovation Culture, Intesa San Paolo

18.00 - 18.45 Keynotes and the way forward

Moderator: Eckhart Petzold, Lawyer and Head of Luther's Italian Desk, Luther Rechtsanwalts-gesellschaft 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