



21st November

THEMATIC SESSION

ENTERPRISE 4.0

From digital development to the new frontiers of research and to business internationalization strategies. The new role of cities in the global context

2 p.m. – 5 p.m

Salone di Rappresentanza, Palazzo Tursi

Simultaneous translation ita-eng-ita available

Digital development offers new opportunities for growth in research and business. Digitization is also a key tool for the internationalization of enterprises. Of course, cities can not and should not remain indifferent to these changes; indeed, they must play a leading role in this process of transformation and innovation.

In this session will be presented some case histories and best practices and in the final round table the institutions and some international players will meet to discuss on these issues.

MAIN TOPICS

- ❖ Smart City & Cyber Security
- ❖ Digital development and new frontiers of research
- ❖ Digital development and internationalization of enterprises
- ❖ Big data, Internet of Things e robotics for the future industry

2.00 p.m. **Afternoon Session**

Chairman: Fabio Sgaragli, Open & Social Innovation Manager,
Fondazione Brodolini

2.05 p.m. **Welcome greetings**

Giancarlo Vinacci, Councilor for the Economic Development and
University, **Municipality of Genoa**

2.20 p.m. *University approaching Enterprise 4.0 PEGASO - Telematics University*

Danilo Iervolino, President, **Pegaso Telematics University**

2.35 p.m. *The European project CAXMan - Innovative Technologies for Additive
Manufacture*

Marco Attene, Researcher, **IMATI-GE / CNR**

2.50 p.m. *The example of Digital Birmingham*

Tim Cordy, **PURE COSMOS PROJECT**



Chairman: Matteo Dell'Antico – Il Secolo XIX

3.10 p.m.

Round Table

The new role of cities in the global context: the point of view of international institutions and players

Speakers:

Carlotta De Franceschi, Professor at Columbia University, President and Co-Founder, **Action-Institute** (Fourth Industrial Revolution: What economic-social policies for Italy)

Alessandro Giglio, Chairman & CEO, **Giglio Group** (e-commerce 4.0)

Chris L. Greer, Director Cyber Physical Systems and Smart Grid Program Office – Engineering Laboratory, **NIST National Institute of Standards and Technology** (*Global Cities*)

Elisabetta Migone, Co-Founder & CEO, **Talent Garden Genova** (*Big data, Internet of Things, Robotics for developing future industry*)

Carlo Maria Rossotto, **World Bank Washington** (*video-message*)

Giulio Maria Busulini, Scientific Attachet, **Italian Embassy in Washington**

5.05 p.m.

Conclusion