



LONDON 26TH MAY 2022

ITALY RESTARTSUP IN LONDON

Meet the Made in Italy Innovation

The Old Truman Brewery
83 Brick Lane, E1 6QR



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane



be creative. be innovative. be open.

PROGRAMME:

Innovation in **mobility**: how it works



10.00 - 11.00 am

It's time for mobility to be more accessible and innovative. Urban mobility innovation focuses on issues including transporting packages and freight with a focus on automated delivery services, moving people through mobility services and public transportation and improving conditions for people with disabilities. Public transportation agencies are actively exploring solutions to help maintain and even increase passenger numbers, while maximizing the efficiency of existing resources. So, what are the successes to date in the mobility sector? Are new technologies really supporting mobility? What are we currently doing to drive innovation?

In collaboration with: **Italy4Innovation**

Moderator: Massimo Carnelos, Head of Economic Office **Embassy of Italy in London**

The ecosystem approach in **agrifood** and **retail** innovation



11.30 am - 12.30 pm

Agrifood and retail are two sectors currently undergoing profound transformation. Innovation in agriculture is the key to enabling farmers to maintain and even increase productivity, while reducing emissions and improving the livelihoods of rural communities. But agribusiness affects all of us. It is linked to many sustainable development goals, climate change, jobs and economic growth. New lifestyles, new product categories, new services (starting with logistics), in-store innovations and the emergence of e-commerce have totally changed the face of traditional local commerce. What is driving innovation in these sectors? Where does it still need improvement? What are the predictions for the future in these areas?

Innovation 4.0 not only in industry but also in **services** and **media**



1.30 - 2.30 pm

Innovation 4.0 exists in a variety of sectors, from industry (smart manufacturing) to services provided to customers and even extending to innovation in media management and usability. This has provided an opportunity for companies striving to improve their entire structure to do so through the implementation of smart technology. Such evolution not only affects technology organizations, but also impacts many others. At the heart of this process is the interconnection between workers, machines and information, facilitated by the adoption of highly advanced technologies. Technologies that have aided innovation across a range of sectors include: cybernetic systems, the Internet of Things, Big Data, augmented reality, predictive maintenance, 3D printing, cloud computing, smart logistics and more. What improvements have so far been implemented? Is technology truly supporting innovation in these areas? What are the predictions for the future?

Energy transition in **smart communities**: let's innovate!



3.00 - 4.00 pm

The energy industry, utilities, third-party power producers and research labs are all working together to develop innovative options for generating and storing electricity. Wind power installations, along with various solar and geothermal solutions, will further change the energy landscape. Renewable energy thus builds a bridge to a more sustainable energy economy with an increasing focus on the individual citizen. How are innovative solutions in this area progressing? What does the future hold? How can we still improve in this area?

The importance of **eHealth** innovations and their applications



4.30 - 5.30 pm

During the pandemic, certain countries used big data to track the global spread of the pandemic. This is just one example of how technology has helped treat and save millions of people around the world. Many companies are now working on excellent eHealth innovations, the goal being to significantly improve the quality, availability and effectiveness of health care for all citizens. What improvements have so far been made in this area? Do innovations take into account the needs of citizens? What might the next advancements be?

An overview of the Italian Innovation ecosystem: **views from abroad**



6.00 - 7.00 pm

Powered by:
Italian Founders
Office Hours

The Italian startup ecosystem has seen a sharp rise both in terms of deals and amount invested by venture capital firms in 2021. Although part of this is owed to the growth of VC as an asset class on a European and global scale, Italy's potential as a hub for innovation is the key factor at work. In this panel, four Italian investors from international VC firms discuss the rise of the Italian tech ecosystem and the ground still to cover on different levels: access to capital, entrepreneurial culture, and synergies with corporations. The discussion will take a cue from the recent initiatives of 51 international VC funds, "Italian Founders Office Hours"

More details:
www.smau.it/london/

Networking
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7.00 PM - 8.00 PM