

# The Industrial Metaverse Revolution: Shaping Future Business Models and Policies in Manufacturing

## PROGRAMME

14.30-14:35

### Opening

#### Welcome & introduction

- Illi EDRY, Corporate Storytelling Strategist, Tech Innovation Mentor
- Gian Mario MAGGIO, Managing Director, EIT Manufacturing CLC South

14.35-15:30

#### Keynote speeches

- Elisa CALZA, Policy Officer - Digital Transformation, European Commission
- Carlo Alberto CARNEVALE MAFFE, Professor of Strategy, Bocconi University
- Lucia CHIERCHIA, Managing Partner & Chief of Open Innovation Ecosystems, GELLIFY

15.30-16:20

#### Panel session "Future Business Models"

- Roberto VAVASSORI, Director, Public affairs and institutional relations, Brembo
- Federico MARGUATI, Sales Director, EUROMED Delmia
- Giuliano Busetto, Head of Operating Company Digital Industries, Siemens
- Karoliina SALMINEN, Lead, Smart Manufacturing, VTT
- Eleonora FAINA, General Director, Anitec-Assinform

#### Q&A

16.20-16.30

### Closing

*\*This preliminary programme may be subject to change*