

14:00 – 14:15 / Welcome & Opening Remarks

- Welcome by **Gian Mario MAGGIO**, *CLC South Director, EIT Manufacturing*
- Introduction from EIT by **Manuel IRUN MOLINA**, *Head of Section – Innovation Communities Management, EIT*
- Introduction to World Manufacturing Week by **Marco TAISCH**, *Supervisory Board Member of EIT Manufacturing*

14:15 – 14:25 / Introduction to Business Creation Competition

- Remarks by **Godwill BANCOLE**, *Business Creation Director, EIT Manufacturing*
- Explanation of the competition run down by **Gianluca GRIFI**, *Business Creation Manager, EIT Manufacturing*

14:25 – 15:05 / ACCELERATE Pitching Session

- ### 15:05 – 15:15 / Keynote speech "*Diving into regional start-up landscapes: a case study*"
- **Mattia CORBETTA**, *Policy Analyst, OECD*

15:15 – 15:25 / Keynote speech "*Phygital Factory is built by startups!*"

- **Lucia CHIERCHIA**, *Managing Partner, GELLIFY*

15:25 – 15:30 Short break

15:30 – 15:55 / CREATE Pitching Session

15:55 – 16:10 / TRANSFORM Pitching Session

16:10 – 16:20 / Keynote speech "*Digitalization of everything*"

- **Massimiliano MAGRINI**, *Founder & Managing Partner, United Ventures*

16:20 – 16:30 Keynote speech "*Technology and responsible investments: Future impact on society and the environment*"

- **Francesco TRONCI**, *Senior VP (Private Equity), Investindustrial*

16:30 – 16:40 / Institutional speech "*Digitalization of manufacturing*"

- **Klaus BEETZ**, *CEO, EIT Manufacturing*

16:40 – 17:05 / Award Ceremony

17:05 / Closing remarks

- **Gian Mario MAGGIO**, *CLC South Director, EIT Manufacturing*