

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, Joint Research Centre of the 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*