

Roadmap for a New Vision in the South Adriatic Area

CAPITALISATION EVENTS

Interreg IPA CBC Italy-Albania-Montenegro 2014-2020
towards Interreg IPA South Adriatic 2021-2027

TOPIC 3: BUSINESS NEEDS

ENTERPRISES AND START-UPS IN THEIR ECOSYSTEM OF INNOVATION. TECHNOLOGIES FOR BUSINESSES AND INNOVATION PROCESSES

Agenda

November 22, 2023	9.00-13.00
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The event will be held at Hotel Villa Romanazzi Carducci – BARI (Federico II room) – Working language: English

The thematic event aims to show the innovation landscape for enterprises up to 2030 and the interdependence between social responsibility, technological advancement, and environmental management of the entrepreneurial ecosystems to achieve positive impact. Reflections on open innovation and implications of the emerging ICTs will be also pointed out.



The thematic event is connected to SDG 4 (targets 4.4, and 4.7); SDG 8 (targets 8.2, 8.3, and 8.4); SDG 9 (target 9.4), SDG 12 (target 12.6), SDG 17 (target 17.7, and 17.8)

EUSAIR references: All PILLARS

9:15-9:40	<p>Welcome address</p> <p><i>Short presentation of the standard call South Adriatic</i> Managing Authority Interreg IPA CBC IT-AL-ME & Interreg IPA South Adriatic Programmes</p> <p><i>Capitalisation framework overview</i> Chiara Campanile, IT-AL-ME & South Adriatic Joint Secretariat</p>
9:40-10:40	<p>Keynote speech: trend watching</p> <p>“Enterprises and Start-ups in their Ecosystem of Innovation. Technologies for Businesses and Innovation Processes”</p> <p>Moderated by Annamaria Fiore, ARTI</p> <p>Prof. Alessio CAVICCHI - Full Professor in Agribusiness, Rural Development and Branding and Rector's Delegate for the Promotion of Entrepreneurial Culture and Innovation at the University of Pisa (Italy)</p> <p><i>His main fields of interest and research are consumer food choice, economics of food quality and safety, innovation in the agro-food sector and sustainable tourism and destinations. He also has experience as an expert evaluator and consultant for Italian Ministries and Regional Governments and for several DGs of the European Commission.</i></p>

	<p>Prof. Claudio FEIJOO - Professor and Rector's Delegate for Entrepreneurship at Universidad Politécnica de Madrid</p> <p><i>He leads programmes on education, launch and acceleration of tech-based start-ups and spin-offs, and pursues research on the future socio-economic impact of emerging technologies. His employment record includes assignments at the European Commission and the Spanish Ministry of Industry and he is the author of several publications.</i></p>
10:40-10:50	Regione Puglia – Regional strategic vision on the topic concerned
10:50-11:50	<p>Round up/pitch session of best practices</p> <p><i>IT-AL-ME project experiences/outputs with good level of applicability/transferability to other subjects/contexts are presented to the audience (max 10 minutes each):</i></p> <ol style="list-style-type: none"> 1. <i>FILA – fertilization innovation lab in agrifood for improving research-industry cooperation</i> 2. <i>FOOD4HEALTH – sustainable agrifood value chain for MSMe's cross-border market</i> 3. <i>PHASE – eHealth solutions for stimulating local economies</i> 4. <i>INTERFIDE CRT – enhancing the touristic potential of inter-religious experiences</i>
11:50-12:50	<p>Matching and networking parallel sessions</p> <p>Facilitation by Ms. Ms. Zsuzsanna BODI and Francesca SPAGNOLI</p>
12:50-13:00	<p>Wrap-up session and conclusions</p> <p><i>Plenary outcomes of the parallel sessions presented by facilitators</i></p>