



be creative. be innovative. be open.

**Programme**

More details: [www.smau.it/san-francisco](http://www.smau.it/san-francisco)



**Opening Remarks: Innovit – Italian Innovation and Culture Hub**

9.30 AM – 10.00 AM

**Speakers:**

- Sergio Strozzi, Consul General of Italy in San Francisco
- Alessandra Rainaldi, Trade Commissioner Italian Trade Agency Los Angeles
- Alberta Lai, Director Italian Cultural Institute of San Francisco
- Alberto Acito, Director Italian Innovation Center

Innovit - Italian Innovation & Culture Hub is a strategic project for the promotion of the Italian economic, scientific, and cultural ecosystem in the United States. Promoted by the Italian Ministry of Foreign Affairs and International Cooperation under the proposal of the Embassy of Italy in Washington and in collaboration with the Italian Consulate General in San Francisco, the project is implemented thanks to the involvement of the ITA – Italian Trade Agency and the IIC – Italian Cultural Institute San Francisco. The acceleration and innovation services are delivered by Fondazione Giacomo Brodolini and Entopan Innovation.



**Green Tech Revolution: a journey towards a Smarter and Sustainable Future**

10.00 AM – 11.00 AM

Our ecosystem is now in the balance and protecting it is a duty and the best way to do this is to join forces to safeguard it. Through Open Innovation, old paradigms are being replaced by new ones, resulting in the development of innovative solutions for ecological transformation that benefit everyone.

In this panel we'll discuss how we must preserve our Planet thanks to new smarter and innovative solutions by strategic partnerships between all the actors that deal with innovation.

#sustainability #EnergyTransition #growth



**Searching for new frontiers: how to create innovation through the construction of New Ecosystems**

11.30 AM – 12.30 PM

In this era, several companies are working together with key partners to create different methods and opportunities even outside of one's core industry, establishing new firms and initiatives by leveraging one's in-house expertise.

- How we could create a new ecosystem?

The panel session will address this topic through the interventions of some innovators who construct and support the building of this paradigm and are sourcing different frontiers to create the Ecosystems of Tomorrow.

#cvc #VentureBuilding #ecosystems



**Resources, objectives, and tools to create the Societies and the Cities of the Future**

1.30 PM – 2.30 PM

Through technological innovation a Smart City improves the quality of life by developing sustainability, security and social inclusion for the benefit of citizens and businesses. It offers several advantages to its citizens through the use of strategic tools that make the Cities of Tomorrow more sustainable, resilient and more circular. In this regard communities must aspire to become a smarter model in order to respond to contemporary problems.

- So, what perspective should we have to act in this red hot topic?

#smartcommunities #openinnovation #citiesofthefuture



**How to look ahead with new way of growth for Startups and Corporate**

3.00 PM – 4.00 PM

Companies are realising how investing in new solutions can help their business grow, even internationally. In this panel we will discuss how companies that embrace the principles of innovation not only contribute to socio-economic growth in their operations but also succeed in thriving in new markets.

- Can investing in new business opportunities really pay off?
- How to choose the best partners to focus on?

#CorporateInnovation #growth #BusinessOpportunities



**Driving into the Digitalization fast lane**

4.30 PM – 5.30 PM

- How does digitization improve traditional business practices?
- How are businesses approaching the need for innovation?

Digitalization is no more synonymous of something unknown. Never before has the innovation paradigm put so much focus on creating New Technologies through the use of new solutions. In this panel we will discuss about how Digitalisation is nowadays become a tool for innovation and what capabilities it offers in the future we aspire to.

#digitalization #AI #NewTechnologies

Networking  
**COCKTAIL**

5.30 PM - 6.30 PM