



SAN FRANCISCO

23RD MAY 2023

Italy RestartsUp in San Francisco

Meet the Made in Italy Innovation



INNOVIT

Italian Innovation and Culture Hub
710 Sansome St, 94111 San Francisco



In collaboration with:

madeinitaly.gov.it



BE CREATIVE. BE INNOVATIVE. BE OPEN

Programme

Opening Remarks:

Innovit – Italian Innovation and Culture Hub



9.30 – 10.00 AM

- Sergio Strozzi, Consul General of Italy in San Francisco
- Alessandra Rainaldi, Trade Commissioner Italian Trade Agency Los Angeles
- 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.

Smart Manufacturing:

innovative solutions for the new Industrial revolution



10.00 – 11.00 AM

- How to efficiently grow your business?
- What solutions should you adopt?

Innovating in the manufacturing sector has now become a necessity for companies of our millennium, and this means knowing how to collaborate with new strategic partners to find appropriate solutions for making processes more efficient, while keeping a careful eye on sustainability and digitization issues: Artificial Intelligence, the Internet of Things and Predictive Analysis are just some of the technologies that strategic partners make available to make room for new, increasingly intelligent models.

How to innovate in Agrifood & Retail thanks to Open Innovation



11.30 AM – 12.30 PM

- Customer and consumer journey: how to improve a primary sector such as Agrifood and Retail?

Nowadays consumers are increasingly attentive and sensitive to the quality of what they buy and consume. To respond to these needs, large companies in the sector must make the most of their resources by seeking strategic solutions to satisfy requests and make the most of their business.

New models in the new Smart Mobility era



1.30 – 2.30 PM

- What are the main challenges companies are facing for the future of mobility?
 - How does open innovation support the path towards new mobility?
- The development of intelligent and sustainable mobility is increasingly topical thanks to the collaboration between the various operators in the sector who, thanks to their work with new strategic partners, are able to develop new emerging requirements for their business, linked to digital and sustainability trends.

A look into the future:

how to transform Energy and Smart Communities



3.00 – 4.00 PM

Never before has climate change put such a strain on communities around the world.

It is now a necessary requirement to find intelligent solutions that are beneficial for the planet, making the most of the intellectual resources that only open collaboration can create.

We will talk about this in the panel together with business managers and decision-makers, who will discuss their own experiences and bring possible solutions to future scenarios.

Health & Wellness: let's innovate!



4.30 – 5.30 PM

Now, more than ever, pharmaceutical companies, healthcare companies and large businesses are facing significant challenges.

For this reason, continuous evolution is a fundamental element for the development and creation of new solutions. New sustainable and digital technologies are playing a fundamental role in this historical moment of serious problems and great changes.

- So how is the scenario evolving?

During the meeting, managers and industry experts will describe their experiences and the coming challenges in this sector.

Doing business in Silicon Valley: 20 Lessons Learned



6.00 – 7.00 PM

Powered by: Paolo Privitera

In this presentation, Paolo Privitera shares 20 lessons learned from his 20 years in Silicon Valley, as serial entrepreneur, 6 times founder with 4 exits, investor in 100 companies and 7 funds. He discusses the importance of timing, product-market fit, competition, as well as having a scarcity vs abundance mindset and being a part of a supportive ecosystem. Paolo also emphasizes the significance of resilience, integrity, and speed, as well as getting out of one's comfort zone and acquiring different perspectives. He encourages entrepreneurs to never give up and believe in themselves, their culture, and their network. The presentation ends with a reminder that there are no excuses when it comes to pursuing one's dreams.

More details:

www.smau.it/sanfrancisco

Networking
COCKTAIL

7.00 PM - 8.00 PM