



LONDON
26TH MARCH 2024
Italy RestartsUp in London

Meet the Made in Italy Innovation



THE OLD TRUMAN BREWERY
83 Brick Lane, F Block T1 London, England, E1 6QR

In collaboration with:



madeinitaly.gov.it



Programme



No borders for Innovation: the **Cities of the Future** are here



10.00 – 11.00 AM

Open innovation is no longer a choice but a necessity and nowadays it should not have boundaries. For this reason the Cities of the Future are working with strategic partners to implement their services to become virtuous and increasingly Smart Models.

Startups are growing but they often face challenges that prevent them from realising their full potential, and it is thanks to new partners that this allows them to grow and grow, aiming and innovating services as well as new models for improving the quality of life of citizens, companies and institutions.

#smartcommunities #openinnovation #citiesofthefuture



Boosting Innovation for a **Smarter and Sustainable future**



11.30 AM – 12.30 PM

- How do companies create value from innovation ecosystems?
- What does the future hold?

New goals for sustainable development, climate change, energy transitions and growth: in all sectors, new partners are working together to develop innovative solutions for a sustainable generation of the future, aiming for a conscious and smarter transformation of their business.

#sustainability #energytransition #growth



Lead the future: tips and tricks for **startups and corporate's success**



1.30 – 2.30 PM

Innovation is the key to enabling communities to maintain and increase growth and new business opportunities in all of the sectors: from the Agrifood & Retail, to Health & Wellness, from the Mobility, to the Industry 4.0. and from the Sustainability to the Energy Transitions. New lifestyles, new products and new services have changed the face of traditional business and corporates and startups are working together for a profound transformation.

- So, how to innovate in the more traditional sectors?
- How to drive through innovation?

#CorporateInnovation #growth #BusinessOpportunities



How to make innovation differently with the paradigm of **Digitalization**



3.00 – 4.00 PM

Digitalization is now increasing productivity, cutting costs and satisfying new sustainability regulations and with the Artificial Intelligence applied to all areas of business is now a reality. Communities and industries should no longer ignore this new paradigm in order to become smart models to aspire. The secret to this new approach is to think and act smarter to make a difference and achieve tangible results.

With the participation of some authoritative innovation managers, in this panel we will discuss how innovation is enabling an increasingly smart future and what are the predictions for the future of new technologies using new tools for every kind of business.

#digitalisation #AI #newtechnologies



Building new **Ecosystems**: how to kickstart growth



4.30 – 5.30 PM

While ecosystem-building has been a red-hot topic in the business world in recent years, the new scenario has prompted a study and review of the idea of innovation.

Ecosystem strategies are generating significant value through core business growth and portfolio expansion, and this is what companies, enablers and investors are emphasising through CVC and Venture Building.

- So, how we could talk about Ecosystem Buildings and Ecosystem Builders?

#cvc #VentureBuilding #ecosystems



Challenges and Opportunities in the **European Tech Ecosystem**: The International Prospective



6.00 – 7.00 PM

The panel on international trends in the tech ecosystem illuminates a dynamic landscape characterized by rapid innovation and global collaboration. Distinguished experts from diverse corners of the industry will dissect emerging patterns, emphasizing the transformative power of technologies. Insights into shifting regulatory frameworks, cross-border investments, and the rise of tech hubs beyond traditional centres underscores the increasingly interconnected nature of the global tech community.

In collaboration with: Techitalia:Lab

More details: www.smau.it/london



**Networking
COCKTAIL**

7.00 PM - 8.00 PM