



**AIDDA**  
FARE IMPRESA AL FEMMINILE  
Associazione Imprenditrici e  
Donne Dirigenti di Azienda

## AIDDA Annual Conference 2020 “Smart Communities”

4-5 June 2020, Trieste Convention Center, Porto Vecchio

*DRAFT AGENDA*

THURSDAY, 4 JUNE 2020

09:30 - 10:30 Registration and welcome coffee

10:30 - 11:00 **OPENING SESSION: Welcome**

**Lilli Samer**, President of AIDDA Friuli Venezia Giulia

AIDDA National President

**Alessia Rosolen**, Regional Councilor for job, training, education, research, university and family, Friuli Venezia Giulia Region

Representatives of Local Authorities

11:00 - 12:30

**PLENARY SESSION:**

**Why are we creating smart urban areas? How does the public sector support the private initiatives for smart cities?**

*Moderator: Barbara Gruden, RAI Correspondent in Berlin*

**Stefano Patuanelli**, Italian Minister of Economic Development (*tbc*)

**Roberto Antonione**, Central European Initiative Secretary General

**Federica Seganti**, President of Friulia Finanziaria FVG

**Gian Marco Revel**, Coordinator of Materials&Sustainability Committee at European Construction Technology Platform, Associate Professor at the Polytechnic University of Marche

**Simona Costa**, Action Cluster Chair Integrated Planning at European Innovation Partnership on Smart Cities and Communities, Head of Office tour4eu Association at Tuscan Universities in Europe

**Q & A**

12:30 - 13:30

**Buffet Lunch**

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13:30 - 15:30 **PANEL 1: Implementation of smart city solutions - best practices across Italy and Europe**

**Polona Cufer Klep**, enterprenuer from Slovenia

*Creating innovation programmes to successfully integrate citizens into the development of a smart city*

**Pierpaolo Palazzoli**, Head of Smart City Lab and Business Development, A2A Group, Italy - one of the leading Italian multi-utility companies for energy  
*Smart industry projects and their impacts on optimization of the production*

**Sanja Vranes**, Director of Institute Mihajlo Pupin, Serbia - leading R&D institution in information and communication technologies  
*Smart energy services: Pupin's experience*

**Manuela Gniuli**, Director General of Silfi SpA, Italy - Florence lighting and Smart City services company  
*Introducing smart municipal public light plan*

**Frane Sesnic**, Director of Zagreb Innovation Centre, Croatia  
*Smart Impact- creating a smart local ecosystem of entrepreneurs*

**Valerio Carta**, Sales and Technical Team Manager, Maddalena SpA, Italy  
*Smart metering to support consumption optimization*

**Q & A**

15:30 - 17:00 **PANEL 2: Smart logistics - challenges and opportunities of intermodal transport solutions connected to sea**

**Zeno D'Agostino**, President of Port System Authority of the Eastern Adriatic Sea (Trieste), Italy

**Angelo Aulicino**, Director Commercial, Operations and Business Development of Alpe Adria SpA, Regional experienced, innovative and dynamic logistics company, specialized in the coordinated management of the rail, road and sea carrier, Italy  
*Smart technologies and innovative business models paving the path to new intermodal logistics era*

**Fuat Pamukcu** Vice-President Sales, Marketing, Business Development & Strategy at Danish marine and logistics giant DFDS & President at Young Businesspeople and Executives Association of Turkey,  
*Electric, connected and autonomous solution for connecting factories, logistics centres, and ports*

**Massimo Debenedetti**, Vice President for Research & Innovation at Fincantieri Group, Italy (*topic tbd*)





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## Q & A

19:30 **Dinner at San Giusto Castle**

FRIDAY, 5 JUNE 2020

09:30 - 10:00 Welcome coffee

10:00 - 12:30 **PANEL 3: Smart view of young population - networking, funding, implementing and impact!**

*Moderator: Barbara Gruden, RAI Correspondent in Berlin*

**Alessandro Tronchin**, President of ProgettiAmo Trieste  
*Smart Urban Pioneers - an artistic and design contest of ideas for Portovecchio*

**Adrio Maria de Carolis**, Managing Director of Trieste Research Institute SWG  
*Smart applications for smartphones and tablets providing information and data on the public opinion*

**Ileana Toscani**, President of Kallipolis, Italian association for social development  
*Boosting social innovation in deprived urban areas by engaging with local communities*

**Filomena Floriana Ferrara**, CSR Leader, Director of IBM Foundation, Master Inventor, Italy  
*P-TECH and NERD projects in support of creating smart young generation*

**Emma Ursich**, Group Head of Corporate Identity and Executive Officer of the Generali Foundation, Italy  
*The Human Safety Net – unlocking people potential in our communities*

## Q & A

12:30 - 12:45 **AIDDA special acknowledgment for the Conference best presentation**

Lilli Samer, President of AIDDA Friuli Venezia Giulia

12:45 - 13:00 **Wrap-up: Conclusions and launch of the Conference White Paper**

Lilli Samer, President of AIDDA Friuli Venezia Giulia

13:00 - 14:00 **Buffet Lunch**

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