

## CONFERENCE PROGRAMME

### BIAT - INNOVATION AND HIGH TECHNOLOGY LAB

an International Crossroads for New Business, Investment and Partnership Opportunities with the Southern Italian Convergence Regions

**Naples, 10 December 2014 – Centro Congressi Stazione Marittima**

10.30 – 11.00 REGISTRATION OF PARTICIPANTS

### PLENARY SESSION

11.00 – 11.20 OPENING REMARKS

**Riccardo M. Monti**, *President ICE – Italian Trade Agency*

11.20 – 12.20 WELCOMING ADDRESSES

- **Stefano Caldoro**, *President, Campania Region*
- **Nichi Vendola**, *President, Apulia Region*
- **President of the Calabria Region** (*tbd*)
- **Linda Vancheri**, *Counsellor for Economic Development, Sicily Region*
- **Ambrogio Prezioso**, *President, Naples Industrial Association*
- **Luigi Carrino**, *President, Italian Aerospace Research Center - CIRA*

12.20 – 12.40 CONCLUSIONS

**Carlo Calenda**, *Deputy Minister for Economic Development*

12.50 – 14.30 BUFFET LUNCH

### TECHNICAL SESSION

**Excellence Areas in the Convergence Regions, IP incentives and Financial Instruments for Innovation in Italy**

14.30 – 14.50 **Francesco Morgia**, *Director of General Affairs of the Ministry for Economic Development*  
"Incentives and instruments to support Italian companies in IP"

14.50 – 15.10 **Edoardo Imperiale**, *Director of Enterprises & Innovation Dept. - Sviluppo Campania Spa - Regional Agency for Economic Development*  
"The Integrated Network Provided by Campania Sviluppo to Promote the Internationalisation of Enterprises"

15.10 – 15.30 **Gennaro Russo** *PhD, Innovation and Technology Manager, Campania Aerospace District (DAC)*  
"Aerospace: Heritage, Prospects and Opportunities in Campania"

15.30 – 15.50 **Luciano Mallamaci**, *Director at ICT-SUD Competence Center - Program Manager of the ICT Innovation Pole*  
"The Role of the Innovation Pole in the ICT Sector in the Valorisation of Research Results in Calabria"

15.50 – 16.10 **Maria Svelto**, *President H-BIO Apulia Cluster*  
"The H-BIO Apulia Cluster: a bridge between scientific excellence and the business world"

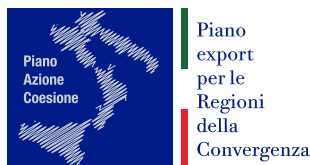
16.10 – 16.30 **Toni Cellura**, *Architect, Representative of the Ecodomus District*  
"Renewable Energy and Energy Efficiency in smart building: cluster experiences"

16.30 – 16.45 CLOSING REMARKS

16.45 END OF PROCEEDINGS

Moderator: **Giovanni Sacchi**, *Director Coordination Office of Promotional Activities Office, ICE – Italian Trade Agency*

The conference is held in Italian and English/Chinese with simultaneous translation.



**Wednesday, 10 December 2014 - Salone Margherita**

20.30 – 23.00 NETWORKING EVENT: SALONE MARGHERITA, Via Verdi, 6 - Napoli

## B2B PROGRAMME BIAT - INNOVATION AND HIGH TECHNOLOGY LAB

**Naples, 11-12 December 2014 – Centro Congressi Stazione Marittima**

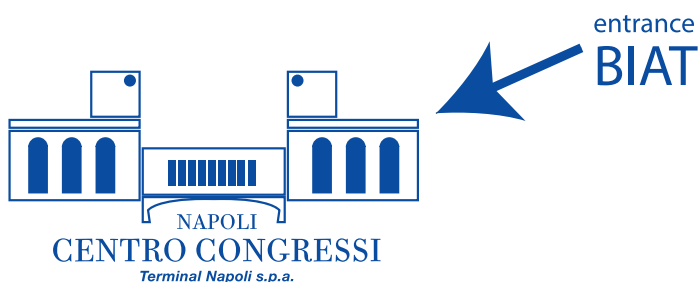
**Thursday, 11 December 2014**

- 09.20 – 13.00 First session of previously planned B2B meetings
- 13.00 – 14.20 Buffet lunch
- 14.20 – 18.20 Second session of previously planned B2B meetings

**Friday, 12 December 2014**

- 09.20 – 13.00 Third session of previously planned B2B meetings
- 13.00 – 15.00 Buffet lunch

**Venue:** Stazione Marittima Centro Congressi - Molo Angioino - Napoli



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**Campania In.Hub**  
ecosistema regionale per la promozione dell'imprenditoria innovativa