

EY CAPRI  
DIGITAL SUMMIT

4-6 OTTOBRE 2019

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## FRIDAY 4 OCTOBER 2019 - AFTERNOON

### GEOPOLITICS

Europe, United States, China, emerging countries and new balances. What will the future world order we work in be like?

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14.30	<b>WELCOME</b> <b>Donato Iacovone</b> , CEO, EY Italy; <b>Riccardo Luna</b> , Journalist
14.40	<b>INTRODUCTION</b> <b>Donato Iacovone</b> , CEO, EY Italy
14.50	<b>SPEECH</b> <b>How do companies face the mutation of the power dimension?</b> <b>Riccardo Grassi</b> , Research director, SWG
15.00	<b>KEYNOTE SPEECH</b> <b>Parag Khanna</b> , Founder, FutureMap
15.30	<b>FIRESIDE CHAT</b> <b>Manoj Juneja</b> , CFO, World Food Program; <b>Lucia Votano</b> , Scientist <i>Moderator: Riccardo Luna, Journalist</i>
16.00	<b>INTERVIEW</b> <b>The new silk road</b> <b>Massimo D'Alema</b> , politician; <b>Umberto Vattani</b> , Ambassador, President of Venice International University <i>Interviewed by Roberto Arditti, President, Kratesis</i>
16.40	<b>Alex Braga/A-MINT</b> , Evolutional Artist
17.00	<i>Coffee break</i>
17.30	<b>PARALLEL WORKSHOP SESSIONS</b>  <b>European defense and security: evolution of the Italian supply chain for the national economic system</b> Speakers: <b>Guido Crosetto</b> , President, AIAD; <b>General Luca Goretti</b> , Stato Maggiore Aeronautica; <b>Giuseppe Morsillo</b> , President, Centro Italiano Ricerche Aerospaziali; <b>Fausto Recchia</b> , CEO, Difesa Servizi; <b>Roberto Sgalla</b> , Mission structure for the creation of a cyber security centre for the Ministry of the Interior; <b>Emanuele Spoto</b> , CEO, Telsy; <i>Moderator: Olivia Tassara, Journalist, Sky</i>  <b>New services and new business models enabled by digital</b> Sponsor: Mood, ServiceNow Speaker: <b>Andrea Ciavarella</b> , Sales Manager Southern Europe ServiceNow; <b>David Shmul</b> , Boos and VP, Mood International; <b>Salvatore Palella</b> , CEO, Helbiz*; <b>Alceo Rapagna</b> , Global Strategy Officer & CEO Italy, Startupbootcamp, Innoleaps, The Talent Institute; <b>Stefano Rebattoni</b> , Vice President Enterprise Sales, IBM Italy; <i>Moderator: Andrea Frollà, Journalist, Repubblica A&amp;F</i>  <b>Transformation of competencies</b> Sponsor: DXC, Pearson Speakers: <b>Lorenzo Benussi</b> , Chief Innovation Officer, Fondazione per la Scuola, Compagnia di San Paolo; <b>Andrea Fiumicelli</b> , Vice President & General Manager, Healthcare and Life Sciences, DXC; <b>Mauro Ghilardi</b> , Head People & Organization Global Staff Functions, Enel; <b>Simonetta Iarlori</b> , Chief People, Organization & Transformation Officer, Leonardo; <b>Mario Mariani</b> , CEO, Pearson Italia; <i>Moderator: Luca De Biase, Journalist</i>
19.00	<i>Networking</i>
20.00	<i>Cocktail and dinner</i>

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## SATURDAY 5 OCTOBER 2019 - MORNING

### TECHNOLOGY

Technology is the true enabling factor for the development of products, services and, above all, new knowledge. And it will be people, all of us, leading the change. How?

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- 09.00 **INTRODUCTION**  
**New paradigms that make technology enabling and within everyone's reach**  
**Riccardo Grassi**, Research director, SWG
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- 09.10 **OPENING**  
**Paola Pisano**, Ministry for Technological Innovation and Digitization
- 
- 09.30 **KEYNOTE SPEECH**  
**Jaron Lanier**, Computer scientist, composer and essayist
- 
- 10.10 **INTERVIEW**  
**Maria Savona**, Professor of Innovation and Evolutionary Economics at SPRU University of Sussex  
*Interviewed by Luca De Biase, Journalist*
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- 10.25 **INTERVIEW**  
**Marco Simoni**, President, Human Technopole  
*Interviewed by Riccardo Luna, Journalist*
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- 10.35 **SPEECH**  
**Andrea Zappia**, Chief Executive Continental Europe, Sky
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- 10.45 **PANEL**  
**The Italian school of Internet**  
**Luca Attias**, Government Commissioner for the Digital Agenda; **Luigi Gubitosi**, CEO and General Director, TIM; **Fabrizio Salini**, CEO, RAI  
*Moderator: Riccardo Luna, Journalist*
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- 11.20 *Coffee break*
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- 11.40 **PARALLEL WORKSHOP SESSIONS**
- Emerging technologies for the evolution of public and private ecosystems** Sponsor: IBM  
Speakers: **Antonio De Luca**, European Social Security Number accountant, INPS; **Pietro Lanza**, General Director, Intesa - Gruppo IBM; **Stefano Michelini**, General Director, Fatebenefratelli; **Mauro Minenna**, General Director, AcI Informatica  
*Moderator: Alma Maria Grandin, Journalist, TG1 - RAI*
- Digitalization of the decision-making process and the new frontiers of Artificial Intelligence**  
Sponsor: Automation Anywhere; SAS  
Speakers: **Emilio Billi**, Founder, Chief Development Officer and Chairman, A3CUBE INC; **Alessandro Fragapane**, Sales Director Italy, Automation Anywhere; **Angelo Tenconi**, Senior Director Customer Advisory South EMEA, SAS; **Enrico Ugoletti**, Head of IT Governance Architecture & Security, UBI Banca; **Andrea Veltri**, Deputy CEO, BNP Paribas  
*Moderator: Andrea Frollà, Journalist, Repubblica A&F*
- Between Experience Economy and Customer Centricity** Sponsor: LivePerson, SAP  
Speakers: **Agostino Bertoldi**, VP Southern Europe, LivePerson; **Federico di Chio**, SVP, Corporate Strategy and Marketing, Mediaset; **Carla Masperi**, COO, SAP Italy  
*Moderator: Federico De Rosa, Journalist, Corriere della Sera*
- Transformation of work and organizational change in the digital era: culture, technology and skills**  
Sponsor: Gi Group, Microsoft  
Speakers: **Barbara Cominelli**, COO, Marketing and Operations Director, Microsoft Italia; **Mariano Corso**, Director, Osservatorio Smart Working; **Davide Dattoli**, Co-founder and CEO, Talent Garden; **Grazia Strano**, General Director, Ministry of Labor and Social Policies; **Irene Vecchione**, CEO, Tack TMI Italia  
*Moderator: Giampaolo Colletti, Journalist, Sole 24 Ore*
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- 13.00 *Lunch*

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## SATURDAY 5 OCTOBER 2019 - AFTERNOON

### INNOVATION

Innovation is a collective concept. It does not innovate on its own but within an ecosystem by putting together customers and ideas at the center. So, how do we go about innovating today?

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#### 14.30 INTRODUCTION

**The challenge of total innovation and the risk of insignificance**

**Riccardo Grassi**, Research director, SWG

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#### 14.40 KEYNOTE SPEECH

**Muhammad Yunus**, Grameen Bank Founder and Nobel Peace Prize 2006

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#### 15.10 FIRESIDE CHAT

**Ilaria Capua**, Virologist; **Marco Gualtieri**, Founder, Seeds&Chips

*Moderator: Riccardo Luna, Journalist*

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#### 15.40 PANEL

**Luisa Arienti**, Managing Director Italy, Greece, Malta, SAP Italy; **Silvia Candiani**, Country general manager, Microsoft Italia; **Mirella Cerutti**, Managing Director, SAS; **Stefania Pompili**, CEO, Sopra Steria

*Moderator: Federico De Rosa, Journalist, Corriere della Sera*

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#### 16.20 KEYNOTE SPEECH

**Robert LoCascio**, Founder and Chief Executive Officer, LivePerson

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#### 16.40 SHOW SPEECH

**The Jackal**

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17.10 *Coffee break*

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#### 17.30 PARALLEL WORKSHOP SESSIONS

**5G: from design to implementation. When technology fuels business transformation**

Sponsor: Softlab

Speakers: **Giovanni Casto**, CEO, Softlab; **Antonio Decaro**, President, ANCI\*, **Augusto Di Genova**, Enterprise Officer, Fastweb; **Thomas Miao**, CEO, Huawei Technologies Italia;

*Moderator: Alma Maria Grandin, Journalist, TG1 - RAI*

**Cloud computing: trend, governance operating models and opportunities**

Sponsor: Aruba Enterprise

Speaker: **Gabriele Chiesa**, CIO, Amplifon; **Raffele Gigantino**, Country Manager, VMware Italia; **Carlo Monaco**, IT Manager, Sisal; **Stefano Sordi**, Head of Sales & Marketing, Aruba

*Moderator: Andrea Frollà, Journalist, Repubblica A&F*

**Leader metamorphosis**

Sponsor: Sopra Steria

Speakers: **Paolo Boccardelli**, Dean, LUISS Business School; **Isabella Fumagalli**, CEO, Cardif; **Giovanna Galli**, Co-leader Financial Services Practice in Europe, the Middle East and Africa, Spencer Stuart; **Stefania Pompili**, CEO, Sopra Steria; **Enrico Sassoon**, CEO, StrategiQs Edizioni

*Moderator: Giampaolo Colletti, Journalist, Sole 24 Ore*

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19.00 *Networking*

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21.00 *Dinner*

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## SUNDAY 6 OCTOBER 2019 - MORNING

09.30 **WORKSHOP SESSION**

**Sense providing and CSR as consumer engagement tools** *Curated by SWG*  
*Moderator: Enzo Rizzo, Scientific director, SWG*

### PEOPLE

Innovation and technology only make sense if they help people to live better. Who will assure we are moving in the right direction?

10.30 **INTRODUCTION**

**Culture born on the job: between sharing and passion**  
**Riccardo Grassi**, Research director, SWG

10.40 **KEYNOTE SPEECH**

**Ian Goldin**, Professor of Globalization and Development, Oxford University

11.10 **INTERVISTA**

**Luigi De Siervo**, CEO, Lega Serie A  
*Interviewed by Riccardo Luna, Journalist*

11.30 **SPEECH**

**Form leadership to leaderness: the new humanism of business**  
**Anna Zanardi Cappon**, PhD, Board Advisor and Change Consultant

11.40 **PANEL**

**New business models: people and digital**

**Gabriele Benedetto**, CEO, Telepass; **Alessandro La Rocca**, CEO, FS Technology; **Marco Siracusano**, CEO, PostePay;  
*Moderator: Giampaolo Colletti, Journalist, Sole 24 Ore*

12.10 **SPEECH**

**Merit and social mobility: challenges and opportunities**  
**Sabina Nuti**, Rector, Scuola Superiore Sant'Anna

12.20 **KEYNOTE SPEECH**

**Rod Bristow**, President, Pearson UK

12.50 **CONCLUSIONS**

**Donato Iacovone**, CEO, EY Italy; **Riccardo Luna**, Journalist

12.50 *Lunch*