

10th CONGRESS OF WOMEN'S ENTREPRENEURSHIP OF ADRIATIC AND IONIAN AREA

"Women's entrepreneurship contribution to sustainable growth in the digital era"

Ravenna Chamber of Commerce, Viale Farini, 14, 48121 Ravenna

AGENDA (DRAFT)_UPDATED - 31/10/2017

Thursday 16th November 2017

9:30 Welcome breakfast
Registration

10:00 Opening session

Institutional welcoming greetings

- *Natalino Gigante*, President, Ravenna Chamber of Commerce
- *Mirjana Čagalj*, President, Forum of the Adriatic and Ionian Chambers of Commerce, co-coordinator AIC Forum Workgroup on Women's Entrepreneurship
- *Michele De Pascale*, Mayor, City of Ravenna
- *Francesco Russo*, Prefect of Ravenna
- *Amb. Fabio Pigliapoco*, Senior Advisor Adriatic-Ionian Initiative

Moderator: *Fulvia Sisti*, Journalist

10:30 ***Industry 4.0 and digitalization: the role of Chambers of Commerce in assisting Women's Enterprises***

- *Anna Danti**, DG GROWTH, Unit Internal market, Industry, Entrepreneurship and SMEs, "Digital innovation and women's entrepreneurship in the European context"
- *Tiziana Pompei*, Vice General-Secretary Unioncamere "Data and analysis on women's entrepreneurs"
- *Federica Scipioni*, Unioncamere, BRIS- Business Register Interconnection System
- *Eva Fabry*, Director, European Centre for Women and Technology
- *Francesca Regina*, Vice Secretary-General, ItKam - Italian Chamber of Commerce for Germany, "Case-study: Industry 4.0"
- *Gianfranco Ruta*, Project Coordinator "Punto Impresa Digitale", Unioncamere, Chambers of Commerce Digital innovation: services for women enterprises
- *Croatian Ministry of Economy, Labour and Entrepreneurship**, Croatian context
- *Danijela Lovrić*, Federation of Bosnia and Herzegovina Chamber of Economy, BiH context
- *Monica Palmirani*, Bologna University, Legal Computer Science Professor, Digital culture to foster female entrepreneurship
- *Tajana Kesić Šapić*, Director of Industry and IT department of the Croatian Chamber of Economy, "Digital Chambers Project in Croatia"
- *ASCAME Representative*, The experience of Women Entrepreneurs in the Mediterranean context

13:15 Networking lunch



- 14:00 ***Women enterprises in the digital era: exchange of experiences between Italian Committees for women's entrepreneurship and women's organizations of the Adriatic and Ionian Area***
- Chiara Roncuzzi, President of the Ravenna Committee for Women's Enterprises,
 - Alessandra Bagnara, President of "Linea Rosa" Association, Project in collaboration with the Ravenna Committee for Women's Enterprises, "Memorandum of Understanding to promote the employment of women who have been subjected to violence"
 - Gordana Restović, President of the Croatian Association of Business Women "Krug"
 - Francesca Gironi, President of the Ancona Committee for Women's Enterprises

16:00 Conclusions and participation to the *"Mosaic route between tradition and innovation"*:
Guided visit to the Byzantine mosaics of San Vitale and Galla Placidia and to the mosaic lab AnnaFietta.it followed by a visit to the exhibition *"SICIS - Micromosaic Destination, immersive multimedia experience"*, Rasponi Palace, on the 30th anniversary of the company's business, world leader in this field.

20.30 Dinner at *Mariani Lifestyle / Passatelli Restaurant* – Romagna traditional food

Friday 17th November

09:00 – 12:00 Parallel Session

I Thematic workgroup: Sustainable tourism, agri-food

- Moderator: *Maria Lucia Pilutti*, Secretary-General, Udine Chamber of Commerce – co-coordinator AIC Forum Workgroup on Women's Entrepreneurship
- Expert of sector: *Lidia Marongiu*, CEO Happy Mind srl, Tourist Marketing Expert
- Best practices:
Cristina Lambiase, Expert, Activity Liaison Officer at the Osservatorio ENIT in Beijing and "Focus on Chinese Market in the view of EU-China Tourism Year 2018 (ECTY)"
- Silvia Mangia*, Commercial Marketing Director Mirabilandia Park

II Thematic workgroup : Innovation and new technologies

- Moderator: *Maria Cristina Venturelli*, Secretary-General, Ravenna Chamber of Commerce
- Expert of sector: *Cecilia Pedroni*, Digital Communication Consultant
- Best practices:
Angela Corbari, Startup Studiomapp
- Venera Acagnino*, Infocamera, "Innovative services for the digitization of businesses"
- Silvia Viganò*, Madamadorè owner, "Web strategies: love it or leave it?"
- Marianna Panebarco*, General Manager Panebarco & C.

12:00 Networking lunch

13:00 Guided visit to "Trerè" wine company in Faenza

16:00 Closure of the Congress

