

NAPLES 26 OCTOBER

SINO-ITALIAN EXCHANGE EVENT

8.00 - Registration

9.00-10.45

PLENARY SESSION

WELCOME ADDRESS by

- Città della Scienza
- **Chinese Representative**

INSTITUTIONAL SPEECHES

- Italian Universities Conference
- **Chinese Representative**
- Industrial Association of Naples
- **Chinese Representative**
- Campania Regional Government

Celebration of the 10th anniversary of SIEE (Video story-telling)

11.15-13.15

PARALLEL SEMINARS (in collaboration with Regional Innovation Districts and National Technological Clusters of Excellence)

SPECIAL EVENT ON *ITALY-CHINA BEST STARTUPS SHOWCASE*(First edition)

Selection of 20 innovative startups in each country, among them **10 are chosen in each country as finalist** for the competition. During the event the 20 startups will present in a pitch session with Italian and Chinese investors and business angels.

Seminar 1: Win-Win Investment Opportunities in Campania Region and in Beijing-Tianjin-Hebei Area

Seminar 2: Creative and Cultural Industries

Seminar 3: Biotechnology and Biomedicine

Seminar 4: Smart Cities (Buildings, Energy)

Seminar 5: Transport

Seminar 6: Environmental Protection and Blue growth

Seminar 7: Aerospace

Seminar 8: Traditional Medicine – First Part

14.00-17.00 - **B2B MEETINGS**

14.00-16.00

Seminar 8: Traditional Medicine – Second Part

The traditional Chinese medicine can be considered as a sum of medicine practices within the scope of a broad tradition. The panel will explore the potential use of the traditional Chinese medicine as a complementary or primary therapy considering the increasing degree of recognition and acceptance of TCM by European governments and institutions. The discussion between Chinese and Italian experts will be also directed at pointing out areas for further joint research activities.

10.30-17.00

SPECIAL EVENTS

- **DIGITAL FABRICATION ZONE** where ideas developed by Italian and Chinese makers can be shared for innovative projects combining cultural traditions with digital innovation **(promoted by D.RE.A.M. Città della Scienza and the Maker Faire Rome).**
 - **EDUCATION PROGRAMS AND AGORA:** an **open space** to promote mobility and training programs among Italian and Chinese schools, universities and research institutions
 - **SMART CITIES AREA** for the showcase of projects and best practices on smart cities and communities **(see price rates for booths)**
- BUSINESS EXHIBITION:** for public institutions and private companies to expose their projects and technologies **(see price rates for booths)**

Venue

Città della Scienza



Google

Segnala