

1st Apulian DIH World Community day of MEDISDIH

16th April 2021

“Community Days” are open events designed in the frame of the H2020 **DIH-World project** to facilitate knowledge dissemination and networking among local Innovation players of all Digital Innovation Hubs (DIHs) involved in the DIH-World Project. Once a year all DIH-World DIHs, such as **MEDISDIH**, organize a Community Day event adapting the model to their specific local context in order to enhance their presence on their territory as well as their reach to local enterprises, especially SMEs, main potential users of DIHs services.

1st Apulian DIH World Community day of MEDISDIH wants to reach local SMEs and public administrations (PA) to give them a tangible idea of how DIHs **Industry 4.0** services supporting digitization of their organizational structure can be crucial on their business functions whatever their size and markets. MEDISDIH will here involve its whole ecosystem comprising its public and private members (enterprises and research centres) as well as its associates: Regional Technological Clusters, Competence Centres and PA.

Agenda

10.00 Opening – Digitizing Organizational Structure of Apulian SMEs and PA

Moderator: Dr. Annamaria Monterisi – ARTI Agenzia Regionale per la Tecnologia e l'Innovazione della Regione Puglia
Institutional Greetings - Dr Domenico Favuzzi - MEDISDIH President

10.15 Introduction Video – DIH World Project and Community days

Speaker: Dr. David Brunelleschi - PWC

10.30 Keynote – The Automotive sector as I4.0 organization model precursor: lesson learned and inspirations

Speaker: Dr. Mario Ricco, MEDISDIH Director, former FIAT manager

11.00 The Apulian Digital Innovation Hub – MEDISDIH

- **Overview of Services offered by MEDISDIH** - Speaker: Prof. Michele Ruta - Polytechnic of Bari
- **Innovation ecosystem projects: The C-LAB Project example** - Speaker: Dr Roberta Memeo, Grifo multimedia S.r.l.

11.30 The Regional example - How MEDISDIH supported MASMEC SpA in integrating digitization in its products as well as operating its core business diversification

Speaker: Dr. Piero Larizza, R&D Manager MASMEC SpA

11.50 The international example: The experience of CIIRC Hub of Prague

Speaker: Dr. Alena Buresova - Czech Institute of Informatics, Robotics, and Cybernetics Czech Technical University in Prague

12.10 Closing statements and Conclusions

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12.30 Q&A



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