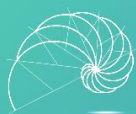
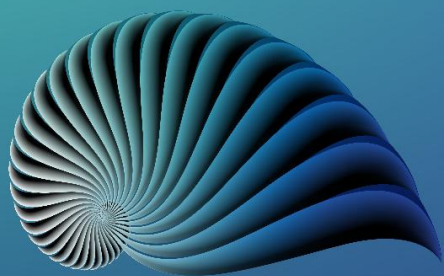


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DIGITAL INNOVATION FORUM

COMOLAKE2025

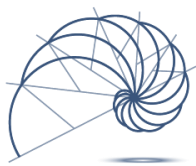
14 - 17 october 2025

VILLA ERBA CERNOBBIO

Edition N. 15 of 03/10/2025

comolake.it





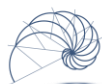
MISSION

The Foundation's primary mission is to promote research, study, and advancement activities in the field of technological innovation and artificial intelligence, as well as to provide grants, awards, and scholarships, and to encourage fundraising by public and private entities to support its objectives, including through agreements with institutes, scientific research entities, foundations, and other public and private organizations.

SCIENTIFIC COMMITTEE FOR THE FONDAZIONE INNOVAZIONE DIGITALE

The Scientific Committee for the Fondazione Innovazione Digitale (Digital Innovation Foundation) ETS has been appointed. This committee comprises leading figures from the academic, institutional, and industrial worlds and will be responsible for guiding the definition of content for ComoLake 2025 – Digital Innovation Forum, as well as selecting the winners of the ComoLake 2025 – Digital Innovation Forum Awards. The members of the Committee are: **Prof. Francesco Saverio Cataliotti**, President of the Scientific Committee of the Fondazione Innovazione Digitale and Director of the National Institute of Optics at the National Research Council (CNR); **Dr. Mariella Enoc**, former President of the Bambino Gesù Hospital and Special Administrator of the Valduce Hospital in Como; **Prof. Antonio La Gatta**, Electronic Engineer and Visiting Professor at various Italian and international universities; **Dr. Davide Costa**, IT Engineer and backend developer with experience in IT infrastructure, databases, security systems, and networking; serial entrepreneur, blockchain enthusiast, and founder of Foodchain, "the transparent food chain," a Startup bringing efficiency and transparency to the food & beverage sector; **Prof. Paola Dubini**, President of the Alessandro Volta Foundation, Professor of Management at Bocconi University; **Dr. Tom Darden**, Founder of Cherokee Investment Partner and CEO of IH Fusion; **Prof. Vincenzo Vespri**, Professor of Mathematical Analysis at the University of Florence; **Dr. Paolo Branchini**, Research Director at INFN (National Institute for Nuclear Physics), University of Roma Tre, and Member of the Quantum Technologies Coordination Group panel established by the Office of the Prime Minister of Italy; **Dr. Denis Bron**, MD, University of Basel; **Dr. Daniele Invernizzi**, President of the eV-Now! Foundation for Electric Mobility and Founder of Tesla Owners Italy.

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INTERNATIONAL CONFERENCE



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THE CONFERENCE OBJECTIVES <https://comolake.it/>

The Conference serves as a platform for dialogue between **Institutions, Industry Stakeholders, and the Research Community on technological innovation, artificial intelligence, and digitalization**. It fosters meaningful exchange among Policy Makers, Industry Leaders, and Academia to address the challenges and opportunities of digital transformation. The primary goal of the event is to provide a significant opportunity for international dialogue on strategic issues and, in particular, to position Italy as a key player in the global conversation on these topics. The Conference also aims to highlight Italy's alignment with EU regulatory and market developments and to strengthen a virtuous collaboration between Italian industry—including both national companies and multinational corporations operating in the country—and the research excellence of Italian universities.

2024 EDITION <https://vimeo.com/1051452731?share=copy>

Over the course of four days, seven thematic areas were explored, featuring **215 speakers** from **14 countries**. Micromegas set up more than **10,000 square meters of exhibition space**, with **44 booths**, and was present with a team of over **30 staff members**. Our travel division **coordinated 150 transfers** for more than **1,400 participants**, arranged over **500 hotel nights**, and managed an equal number of train and flight bookings. In terms of communication, we accredited over **140 journalists**, compiled a press review of more than **4,700 articles**, produced **60 video segments** broadcast on national television and news agencies, issued around 300 press releases, conducted **130 interviews** at our TV Center, published **760 social media posts**, and delivered 26 hours of live streaming.



2024 EDITION STATS

SET-UP AND PARTICIPANTS

10.000 M² EVENT SPACE SET-UP

44 EXHIBITION STANDS

30 STAFF

6 THEMED TOPICS

215 SPEAKERS

14 COUNTRIES

2.000 PARTICIPANTS

PRESS AND COMMUNICATIONS

140 JOURNALISTS

4.700 ARTICLES

60 VIDEO REPORTS
BY TV AND PRESS AGENCIES

300 NEW COMPANIES LAUNCHED

130 TV CENTRE INTERVIEWS

760 POSTS ON SOCIAL MEDIA

26 HOURS OF LIVE STREAMING

LOGISTICS AND ACCOMMODATIONS

150 TRANSFER

1400 TRAVELLERS (VISITORS)

500 HOTEL NIGHTS BOOKED

500 FLIGHT AND TRAIN TICKETS

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PRESENTATION 2025 EDITION

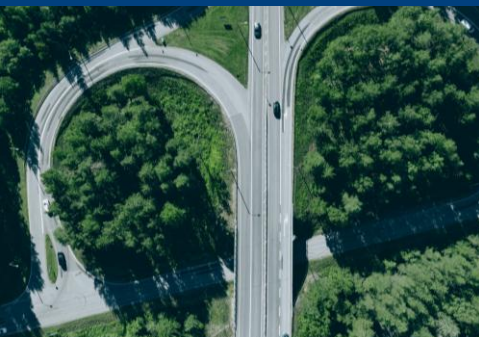


**DIGITAL
INNOVATION
FORUM**
COMOLAKE2025

The event will take place **from October 14 to 17, 2025**, at the **Villa Erba International Exhibition and Congress Center in Cernobbio**, on Lake Como. Conceived to shape today the digital policies of tomorrow, the **Digital Innovation Forum – ComoLake 2025** reaffirms its role as a meeting point for Institutions, Businesses, and Universities interested in the new frontiers of economic growth in Italy and globally..

The **Conference** will take place **from 14 to 16 October**, followed on the **17th** by the extension of the exhibition area for Partners' **B2B activities**. The programme includes **6 thematic plenary** sessions and **10 parallel** break-out sessions. Topics such as **Artificial Intelligence**, **Quantum Computing** and other **enabling technologies** will be addressed across each vertical sector. The Forum also includes exclusive evening events such as the **Evening Show at the Teatro Sociale di Como on 14 October**, the **Welcome Dinner on 15 October** and the **Gala Dinner on 16 October**.

NETWORKS AND INFRASTRUCTURE



HEALTHCARE DIGITAL



MOBILITY AND TRANSPORT



ENERGY AND SUSTAINABILITY



BANKING, INSURANCE E FINTECH



PUBLIC SECTOR



ARTIFICIAL INTELLIGENCE



QUANTUM COMPUTING



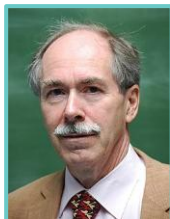
KEYNOTE LECTURE



**DIGITAL
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FORUM**

COMOLAKE2025

We are pleased to announce that the following personalities, who have received honours of global significance, will be attending **Digital Innovation Forum – ComoLake2025**:



Gerard't Hooft - Nobel Prize in Physics

Physicist, his groundbreaking studies on fundamental interactions have reshaped our understanding of matter and the forces governing the universe. Beyond his academic achievements, his career stands as a testament to how theoretical research can bring lasting and revolutionary impact on science and society.



Luciano Maiani - Recipient of the Sakurai Prize and of the Dirac and the Pontecorvo Medals

Maiani has been General Director of CERN in Geneva and president of the Italian Research Council CNR. He is the author of influential scientific works. He predicted the existence of the charm quark in a paper with Glashow and Iliopoulos which was later discovered at SLAC in 1974 and led to a Nobel Prize in Physics for the discoverers.



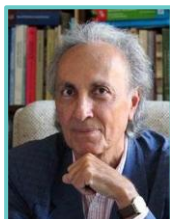
Marc Mézard - Former Director of ENS - Paris

Internationally renowned physicist and mathematician, he has won numerous awards, including the Lars Onsager Prize, the Humboldt-Gay-Lussac Prize and the CNRS Silver Medal. He has held prestigious academic positions and his work has opened new horizons in fields ranging from pure physics to artificial intelligence. His research combines theoretical depth and interdisciplinary impact, making him one of the most influential voices in contemporary science.



Gian Francesco Giudice - Director of the Theoretical Physics Department at CERN

Director of the Theoretical Physics Department at CERN in Geneva. He is the author of influential scientific works and a gifted communicator, exploring the farthest frontiers of our understanding of the universe. His vision makes complex topics such as the Big Bang, dark matter, and the fundamental laws of nature accessible and inspiring.



Thibault Damour - Recipient of the Albert Einstein Prize the Dirac Medal and the Médaille d'or of CNRS

Thibault Damour is one of the leading theoretical physicists of our time, renowned for his fundamental contributions to General Relativity and the theory Gravitational Waves. His work laid the theoretical foundations that enabled the groundbreaking detection of gravitational waves, opening a new era for astrophysics. Through his research, he has made it possible to “listen” to the universe in ways that were once unimaginable.



Mariafelicia De Laurentis - Event Horizon Telescope

Internationally acclaimed astrophysicist, member of the team that captured the first-ever image of a black hole. Through her contribution, she has placed Italy at the forefront of one of the greatest achievements of modern science.



Warren Mosler - Economist among the Founders of MMT

Economist, widely acknowledged as one of the founders of Modern Monetary Theory (MMT). His groundbreaking ideas have reshaped the debate on contemporary economics, offering innovative approaches to fiscal and monetary policy. His vision continues to influence governments, institutions, and think tanks across the globe.

SPEAKER FORMAT AND GUIDELINES



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KEYNOTE SPEECH

Speaker: High-profile institutional figures at national and international level, including Heads of Government, Ministers, and Representatives of Supranational Bodies and Government Agencies

Format: Podium speech

Duration: 15 min



SPECIAL ADDRESS

Speaker: Industry CEOs, Experts including from Universities, Research Centers, Institutional Representatives, CEOs of Companies and Consulting Firms

Format: Podium speech or TED Talk style

Duration: 10 minutes



ROUND TABLE

Speaker: Industry CEOs, Consulting Firm CEOs and Experts, Representatives from Universities, Research Centers, Institutions

Set up: Round table with **6 Speakers and 1 Moderator**

Format: Talk show

Duration: 40 min



THEMATIC SESSIONS IN DEDICATED ROOMS NOT IN PLENARY

Topics: Deep dives on relevant verticals or specific focus areas

Speaker: C-Level Industry Executives, Consulting Firms, Institutions, Universities and Business School.

Format: Panels or individual presentations (max 10 min each) from podium or in TED Talk style

Duration: 1 hour

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SIDE EVENTS



**DIGITAL
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FORUM**
COMOLAKE2025

- **Stage Performance** with Private Dinner - Teatro Sociale di Como 14 October 2025
- **Welcome Dinner** – Villa Antica 15 October 2025
- **Gala Dinner** – 16 October 2025
- **Catricalà Award** – 16 October 2025
- **Challenge Luiss Business School**



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LUISS BUSINESS SCHOOL CHALLENGE



**DIGITAL
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The partnership between **Micromegas** and **Luiss Business School** began in 2022 and is ongoing in the current Academic Year (2024–2025). Our goal is to help ensure high-quality training for future managerial professionals in the fields of marketing and communication.

Our involvement in the **Master in Marketing Management – Major in Corporate Event, PR & Communication** at the Rome and Milan campuses of **Luiss Business School** follows a path that organically combines classroom learning, engagement with in-house professionals, and targeted activities, offering students a hands-on professional experience in the world of communication.

The program includes a **Final Challenge** at the end of the Master. In the current Academic Year, in agreement with the Luiss Business School Management, the Challenge topic selected is the best proposed format for the **Digital Innovation Forum 2025**.



DIGITAL INNOVATION FORUM AWARDS



DIGITAL
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COMOLAKE2025

The “**Digital Innovation Forum - ComoLake2025 Awards**” are prizes given during the annual **Digital Innovation Forum - ComoLake 2025** event, that brings together experts from around the world to discuss technological innovation, artificial intelligence and digitalization. These awards celebrate companies, institutions, Startups and personalities who have distinguished themselves in the field of digital transformation. The awards will be held during the **Gala Dinner on October 16, 2025**.

Participation in the Awards is open to the Partner Companies of the **2025 edition and previous editions of the Forum**, Institutions (Central and Local Public Administration, Public Entities and Agencies, Carabinieri, Italian Army, Air Force, Navy, Police, Guardia di Finanza, etc.) and Innovative Startups operating in the Italian and/or European territory.

Applications must be submitted exclusively via the **official form** attached to the **link in the regulations** and downloadable from www.comolake.it , no later than **September 30, 2025**.



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DXC
TECHNOLOGY

Google

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These regulations govern how to participate in the **ComoLake Awards 2025**, dedicated to the best projects in the field of Innovation and Digital Transformation of the Country. The awards are established within the **Digital Innovation Forum - ComoLake2025** with the aim of enhancing solutions and initiatives that stand out for the effective adoption of enabling technologies including Artificial Intelligence, Quantum Computing, Digital Automation, Cybersecurity, Blockchain, etc. that have a concrete, measurable and replicable impact in the economic-productive, social or institutional sectors.

The ComoLake Awards also aim to promote Ethics and Sustainability culture in business processes, incentivizing the development of valuable, scalable and future-oriented projects.

Eligible subjects

Participation in the ComoLake Awards is open to **Partner Companies** of the 2025 edition and of the two previous editions of the Forum, **Institutions** (Central and Local Public Administration, Public Bodies and Agencies, Carabinieri, Italian Army, Air Force, Navy, Police, Guardia di Finanza, etc.) and **to Innovative Startups** operating in the Italian and/or European territory. The application can be made individually or jointly, through the presentation of a project carried out in collaboration with Public Bodies, Institutions, Universities, Research Centers or other industrial partners. **It is possible to submit up to 3 projects (up to a maximum of 1 project for each Awards category).**

Method of submission of application

The application must be submitted no later than **September 30, 2025** exclusively through the official form at the link: <https://register.comolake.it/awards>:

The following fields must be completed for it to be valid:

- Proposer(s)
- Name and contact details of Project Contact
- Project Name
- Status (Completed or Experimental)
- Type of Investment
- Target
- Sectoral Innovation
- Strategic and Qualitative Impact on Country
- Business Results
- Sectoral Leadership
- Strategic Development
- Internationalization
- High Quality of Service
- Sustainability
- Training



Supporting material, represented by up to 5 slides in PDF format (optional but recommended), that visually illustrate the content of the project or elaborate on its more technical or strategic aspects may be included. Materials in other formats will not be accepted.

Thematic Areas

Individual projects should be nominated in only one of the following thematic areas:

1. Networks and Infrastructure, Mobility and Transportation, Energy and Sustainability: solutions enabling smart grids, 5G, IoT, digitization of public and private services and infrastructure. Innovative solutions for urban and intermodal mobility, smart logistics, autonomous vehicles, smart traffic management. Initiatives focused on energy efficiency, smart grid, renewable energy, decarbonization and environmental sustainability.

2. Banking, Insurance and Fintech: projects aimed at the digitization of financial and insurance services, the use of AI, blockchain, open banking, and advanced payment systems.

3. Public Sector: technologies serving PA, citizens and territories, with a view to transparency, efficiency, accessibility and civic participation.

4. Healthcare: projects involving digital transformation of healthcare, telemedicine, smart diagnostics, biotech, and wellness technologies.

NB: Artificial Intelligence, Quantum Computing and Other Enabling Technologies: projects and solutions involving AI, AI Agents, Quantum Computing and other enabling technologies may be included in each of the above categories.

Evaluation of the nominations

All applications received correctly and by the deadline will be evaluated by a Jury composed of members of the **Scientific Committee** of the **Digital Innovation Foundation ETS**, whose composition can be viewed on the Forum's official website at the link: <https://comolake.it/about>.

The evaluation will be based on criteria of **innovativeness, feasibility, scalability, economic and social impact, and quality of the documentation provided**. Three nominations will be selected for each thematic area. Partners whose projects will be nominated will be informed in advance by the Organizing Secretariat. The Jury also reserves the right to award special mentions or additional awards, even across thematic areas, should it deem it appropriate.

For **Innovative Start-Ups**, a special **“Best Startup”** award will be given for each thematic area, and the Jury may be supplemented with experts from **Forum Partner companies**. Additional criteria for evaluation will be the number of customers (**B2B and/or B2C**), growth in turnover since founding, and **the amount of funding received since founding**.

Awards

The winning projects will be awarded at the **ComoLake Awards ceremony**, which will take place on **October 16, 2025**, as part of the **closing gala evening of the Digital Innovation Forum - ComoLake 2025**, at **Villa Erba**, in Cernobbio.

DIGITAL INNOVATION CHANNEL



DIGITAL
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FORUM
COMOLAKE2025

Among the new key features, the 2025 edition will launch a **dedicated thematic channel focused on innovation and digital transformation**. Sessions will be available via **live streaming and on-demand**, ensuring maximum accessibility even after the event. Starting in May, Partners will also have the opportunity to record exclusive **video podcasts** in preparation for their participation in the event—an occasion to showcase projects, corporate initiatives, and strategic visions. The podcasts will be moderated and recorded at **Micromegas Studios**, located at the company's Rome headquarters in Via Flaminia, 999: digitalinnovation.channel/

Digital Innovation Channel



PRELIMINARY COMMUNICATIONS PLAN

DEDICATED NEWSLETTER

Periodic emails sent with useful updates about the event and visibility for Partners.

SOCIAL MEDIA COMMUNICATIONS

Posts and mentions on the event's social media channels dedicated to partners and key moments of the event.

WEBSITE

Real-time updates featuring Partner logos, along with a dedicated section for the Speakers.

PRESS CONFERENCE

Press event to enhance visibility (Date TBD)

BRANDING

Personalized booth and Partner logos featured on all communication materials related to the event, including screens and stage backdrop.

VIDEO INTERVIEWS

Documentation of speaker interventions along with brief remarks provided after each intervention

PRESS ROOM

Partner media relations support

DIGITAL INNOVATION CHANNEL

Video podcast recording at Micromegas Studios, Via Flaminia 999.



TIMELINE

2025 EDITION



**DIGITAL
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COMOLAKE2025

MAY

JUNE

**Fino al 30/06/2025
CALL FOR PARTNER
ENROLLMENT**

JULY

**15/07/2025
CONTRACT SIGNING**

AUGUST

SEPTEMBER

**30/09/2025
ATTENDEE REGISTRATION
CLOSES**

**30/09/2025
APPLICATION CLOSING DATE FOR
DIGITAL INNOVATION FORUM
AWARDS**

OCTOBER

**14-17/10/2025
DIGITAL INNOVATION FORUM**

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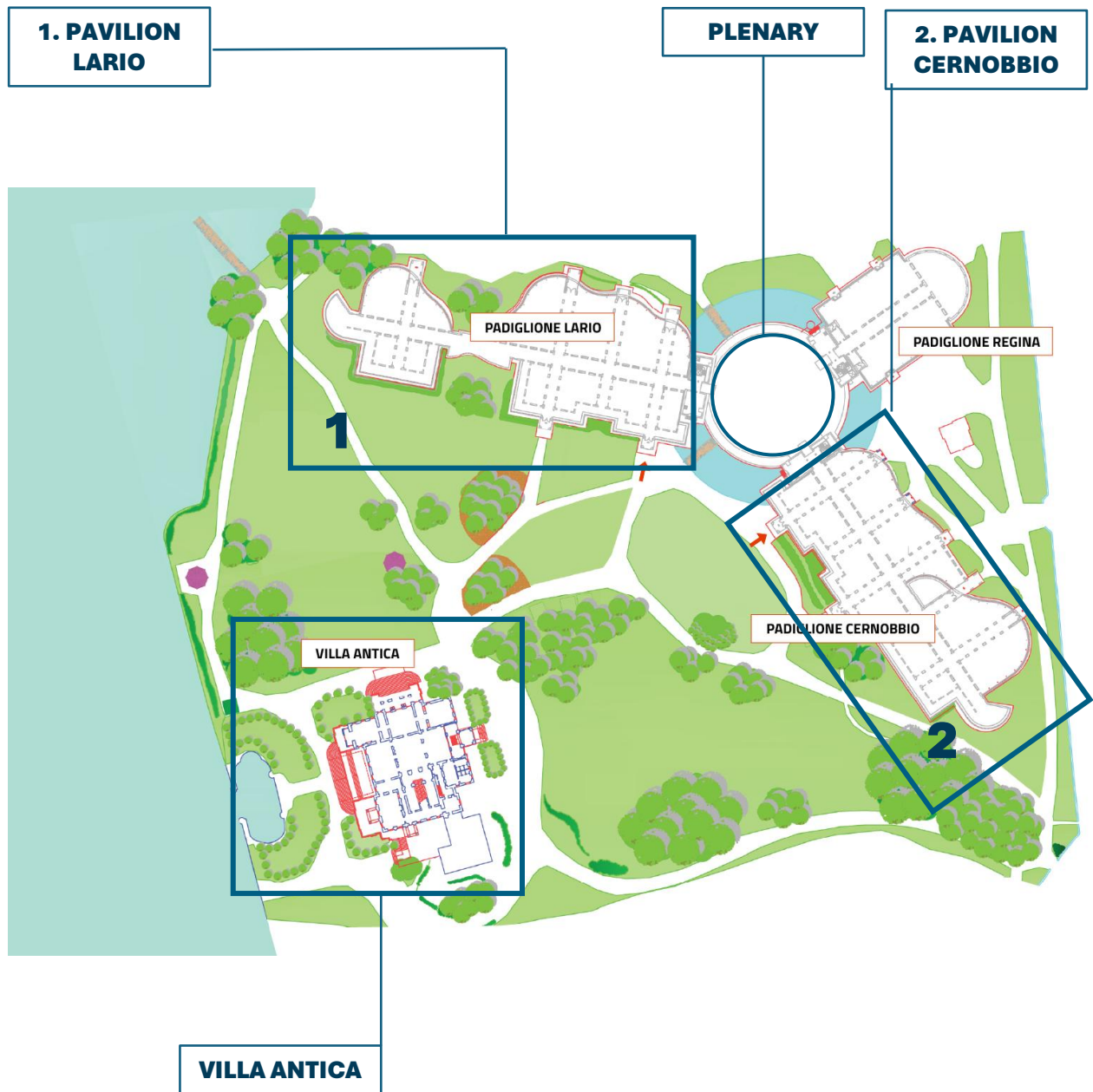
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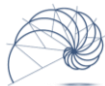
VILLA ERBA SITE PLAN



DIGITAL
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FORUM
COMOLAKE2025



PROMOSSO DA:



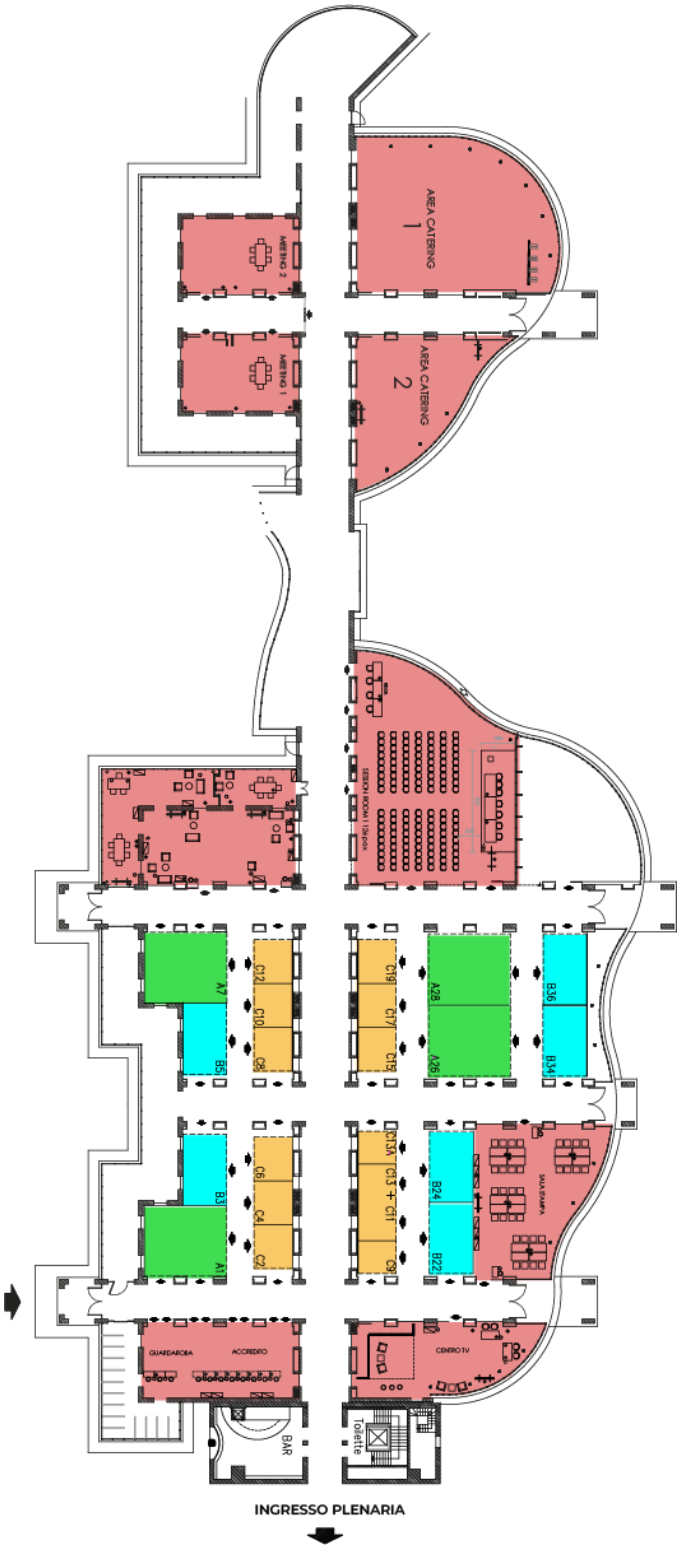
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PAVILION LARIO SITE PLAN



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Exhibition spaces

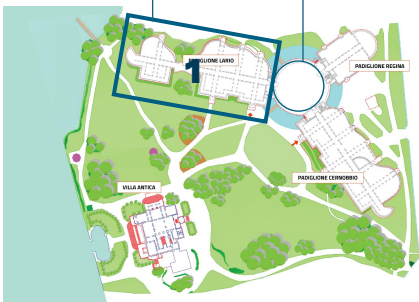
■ A = 48,75 mq – **N.4**

■ B = 26 mq – **N.10**

■ C = 14mq – **N.12**

1.PAVILION LARIO

PLENARY



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PAVILION CERNOBBIO SITE PLAN



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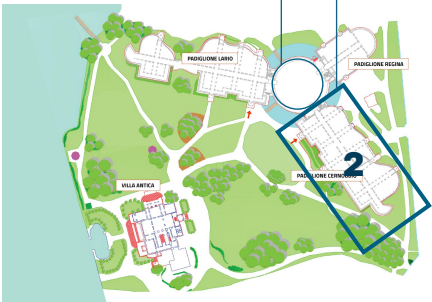
Corner Startup

■ A = 9 mq – **N.43**

■ B = 7,5 mq – **N.37**

2. PAVILION
CERNOBBIO

PLENARY



INGRESSO PLENARIA



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GALLERY 2024



**DIGITAL
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Giulio Covassi

Managing Director, Kiratech Spa



Melissa Ferretti Peretti

Country Manager, Google Italia



Teodoro Lio

Managing Director, Accenture Italia



Valeria Sandei

Managing Director, Almagora



Massimo Chiriatti

Chief Technology and Innovation Officer,
Lenovo



Luca Colombo

Country Director, Meta



Marco Troncone

Managing Director, Aeroporti di Roma



Fausto Torri

Head of the Energy, Utilities, Chemicals,
and Natural Resources Division, Accenture ICEG



Giuseppe Zafarana
President, ENI



Fabrizio Iaccarino
Head of Institutional Affairs Italy, Enel



Mercy Ndegwa
Public Policy Director East Africa, Meta



Bashar Alawadhi
Managing Director, Kuwait
Petroleum Italy



Peter Lochbihler
Global Head of Public Affairs, Booking.com



Charlotte Hogg,
CEO, Europe VISA

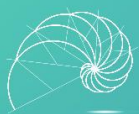


Marco Fischetto
Director Public Sector, Microsoft



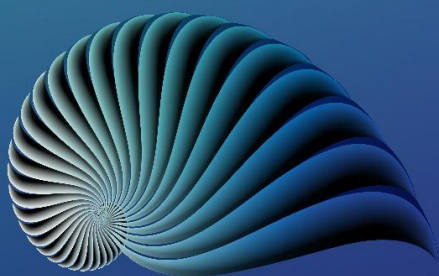
Walter Renna
Managing Director, Fastweb

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