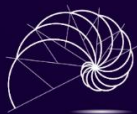


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# DIGITAL INNOVATION FORUM

COMOLAKE2025

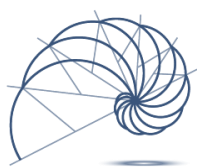
**14 - 17 october 2025**

**VILLA ERBA | CERNOBBIO**

Edition N. 5 of 01/07/2025

[comolake.it](https://comolake.it)





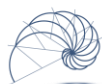
## MISSION

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



DIGITAL  
INNOVATION  
FORUM  
COMOLAKE2025

## 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** M<sup>2</sup> EVENT SPACE SET-UP

**44** EXIBITION 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

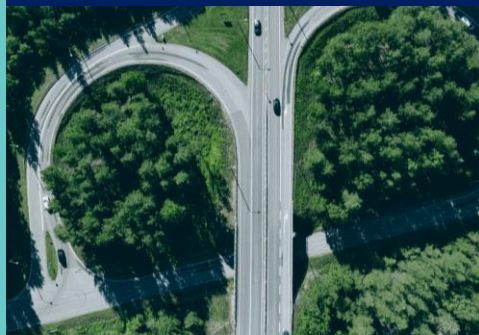


**DIGITAL  
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COMOLAKE2025

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 REDIGITAL



## MOBILITY AND TRANSPORT



## ENERGY AND SUSTAINABILITY



## BANKING, INSURANCE E FINTECH



## PUBLIC SECTOR



## ARTIFICIAL INTELLIGENCE



## QUANTUM COMPUTING





# 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



## PARALLEL SESSIONS IN DEDICATED ROOMS NOT IN PLENARY

**Topics:** Deep dives on relevant verticals or specific focus areas

**Speaker:** C-Level Industry Executives, Consulting Firms, and Institutions

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

Duration: 1 hour

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# PRELIMINARY CONFERENCE PROGRAM



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## TUESDAY 14 OCTOBER

### Morning

#### NETWORKS AND INFRASTRUCTURE

9:00 Plenary Session:  
Institutional Greetings  
Introductory Speech  
Keynote Speech 1  
Special Address 1–3

10:45 **Coffee Break**  
**Round Table 1** – Satellite  
Systems, Defence and Security  
Special Address 4–9

13:00 **Lunch**

### Afternoon

#### MOBILITY AND TRANSPORT

14:00 Parallel Sessions:  
**Thematic Sessions 1 and 2**  
Electric Mobility: Scenarios  
and Timelines  
- Decarbonization, Hydrogen and  
the Future of Mobility

15:00 Plenary Session:  
Keynote Speech 2  
Special Address 10–13

16:00 **Coffee Break**  
**Round Table 2** –  
Intermodality and Circularity  
for a Greener Planet  
Special Address 14–22

18:40 End of Sessions

21:00 **Performance at the Sociale  
Theatre of Como**

## WEDNESDAY 15 OCTOBER

### Morning

#### BANKING, INSURANCE & FINTECH

9:00 Parallel Sessions:  
**Thematic Sessions 3 and 4**  
- Digital Currency and  
Cryptocurrencies  
- New Insurance Models in the  
Digital Era

10:00 Plenary Session:  
**Round Table 3** – The Future of  
Currency and MMT

10:40 **Coffee Break**  
Special Address 23–28  
Keynote Speech 3  
Special Address 29–31

13:00 **Lunch**

### Afternoon

#### ENERGY & SUSTAINABILITY

14:00 Parallel Sessions:  
Thematic Sessions 5 and 6  
- The Return of Nuclear Power  
- Energy Transition, Timelines  
Effective Methods

15:00 Plenary Session:  
**Round Table 4** – Alessandro  
Volta: An Italian Genius  
Special Address 32–33

16:00 **Coffee Break**  
Special Address 34–35  
Keynote Speech 4  
Special Address 36–44

18:40 End of Sessions

21:00 Welcome Dinner at Villa Antica

## THURSDAY 16 OCTOBER

### Morning

#### PUBLIC SECTOR

09:00 Parallel Sessions:  
**Thematic Sessions 7 and 8:**  
Digital Applications, Data  
Protection, and Cybersecurity  
Smart Agriculture, Biodiversity,  
and the Seed Market

10:00 Plenary Session  
Keynote Speech 5  
Special Addresses 45–47

10:45 **Coffee Break**  
Special Addresses 48–50  
**Round Table 5** – Citizenship and  
New Digital Services  
Special Addresses 51–53

13:00 **Lunch**

### Afternoon

#### HEALTHCARE

14:00 Parallel Sessions  
**Thematic Session 9:**  
The European Challenge:  
Consolidation and Regulation  
Thematic Session 10: Primary Healthcare and the  
Virtual Hospital

15:00 Plenary Session  
Round Table 6 – The National  
Electronic Health Record  
Special Addresses 54–55

16:00 **Coffee Break**  
Special Addresses 56 – 57  
Keynote Speech 6  
Special Addresses 58–66

18:25 Closing Remarks

19:00 End of Proceedings

21:00 Gala Dinner

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# PROVISIONAL EXHIBITOR PROGRAM

## PARTNER NETWORK & INNOVATION EXCHANGE



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### FRIDAY 17 OCTOBER

The day of October 17, designed to encourage visitor flow in the exhibition area following the conclusion of the Conference and the Gala Dinner the prior evening, is dedicated **to partnership activities, networking, stakeholder engagement, and Partner communication.**

**Partners** with a booth in the exhibition area during the first three days of the event will extend their presence through the evening of Friday, October 17. During this time, they will have the opportunity to welcome their clients, executives, collaborators, and stakeholders to the exhibition center.





# SIDE EVENTS



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- **Stage Performance** with Private Dinner - Teatro Sociale di Como 13 October 2025
- **Welcome Dinner** – Villa Antica 15 October 2025
- **Gala Dinner** – 16 October 2025
- **Challenge Luiss Business School**



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# LUISS BUSINESS SCHOOL CHALLENGE



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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



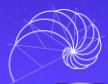
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The **Digital Innovation Forum Awards** are recognitions presented during the annual “**Digital Innovation Forum – ComoLake 2025**” event, which brings together experts from around the world to discuss technological innovation, artificial intelligence, and digitalization. These awards celebrate companies, institutions, start-ups, and individuals who have distinguished themselves in the field of digital transformation. The deadline for submitting nominations is **July 31, 2025**. The award ceremony will take place during the **Gala Dinner on October 16, 2025**.



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# DIGITAL INNOVATION CHANNEL



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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.

## Digital Innovation Channel



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# 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.





# PARTNERSHIP PACKAGES



**DIGITAL  
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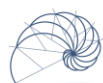
BENEFIT	MAIN	PREMIUM	OFFICIAL
Speaking Opportunity CEO Level Special Address *	YES	Joint evaluation with the Organizing Committee	NO
Speaking Opportunity CEO Level Round Table *	YES	Joint evaluation with the Organizing Committee	NO
Speaking Opportunity C-Level Side Sessions	YES	YES	NO
Guest Entrance including catering **	10 posti riservati al giorno	8 posti riservati al giorno	4 posti riservati al giorno
Guest Entrance excluding catering ***	Available upon request	Available upon request	Available upon request
Staff Entrance (Catering Excluded) ***	10 per day	8 per day	4 per day
Dinner and Performance at Teatro Sociale di Como 14/10/2025	4 reserved seats	2 reserved seats	2 reserved seats
Welcome Dinner – Villa Antica – Villa Erba 15/10/2025	N. 8 invitations	N. 4 invitations	N. 2 invitations
Gala Dinner 16/10/2025	N. 8 invitations	N. 4 invitations	N. 2 invitations
Organizational Secretariat Support	YES	YES	NO
Press Office Support	YES	YES	YES
Presence on the event website with: logo linked to the company website and speaker profile.	YES	YES	YES
Video and photo of speaker's presentation	YES	YES	YES
Company Logo on all marketing and communications material	YES	YES	YES
Presence on networking mobile app	YES	YES	YES
Exhibition Space	≈50 m2 (set-up and services excluded)	≈30 m2 (set-up and services excluded)	≈15 m2 (set-up and services excluded)
New Digital Innovation Channel	Video Podcast 2 a month upon confirmation	Video Podcast 1 a month upon confirmation	NO
	60.000€	30.000€	20.000€

\* Up to 2 speakers for Main Partners and up to 1 speaker for Premium Partners.

\*\* Any additional entries will be charged at a rate of €100.00 per day.

\*\*\* Subject to the maximum capacity of the rooms and the exhibition area.

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# TIMELINE

## 2025 EDITION



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**MAY**

**JUNE**

Fino al 30/06/2025  
CALL FOR PARTNER  
ENROLLMENT

**JULY**

15/07/2025  
CONTRACT SIGNING

31/07/2025  
FINAL  
PROGRAMME  
PUBLISHED

31/07/2025  
APPLICATION CLOSING  
DATE FOR DIGITAL  
INNOVATION FORUM  
AWARDS

**AUGUST**

**SEPTEMBER**

30/09/2025  
ATTENDEE REGISTRATION CLOSES

**OCTOBER**

14-17/10/2025  
DIGITAL INNOVATION FORUM

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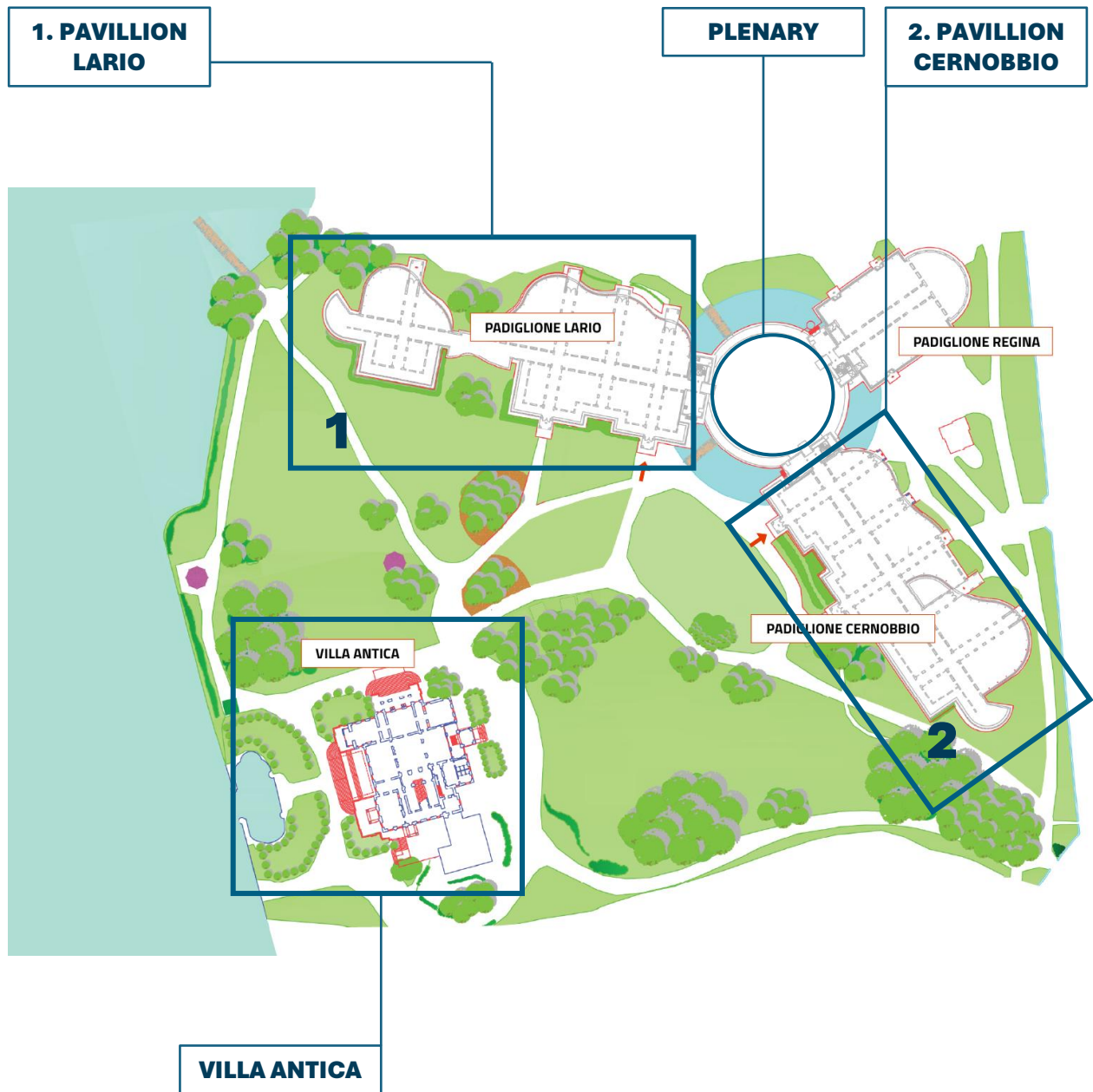
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# VILLA ERBA SITE PLAN



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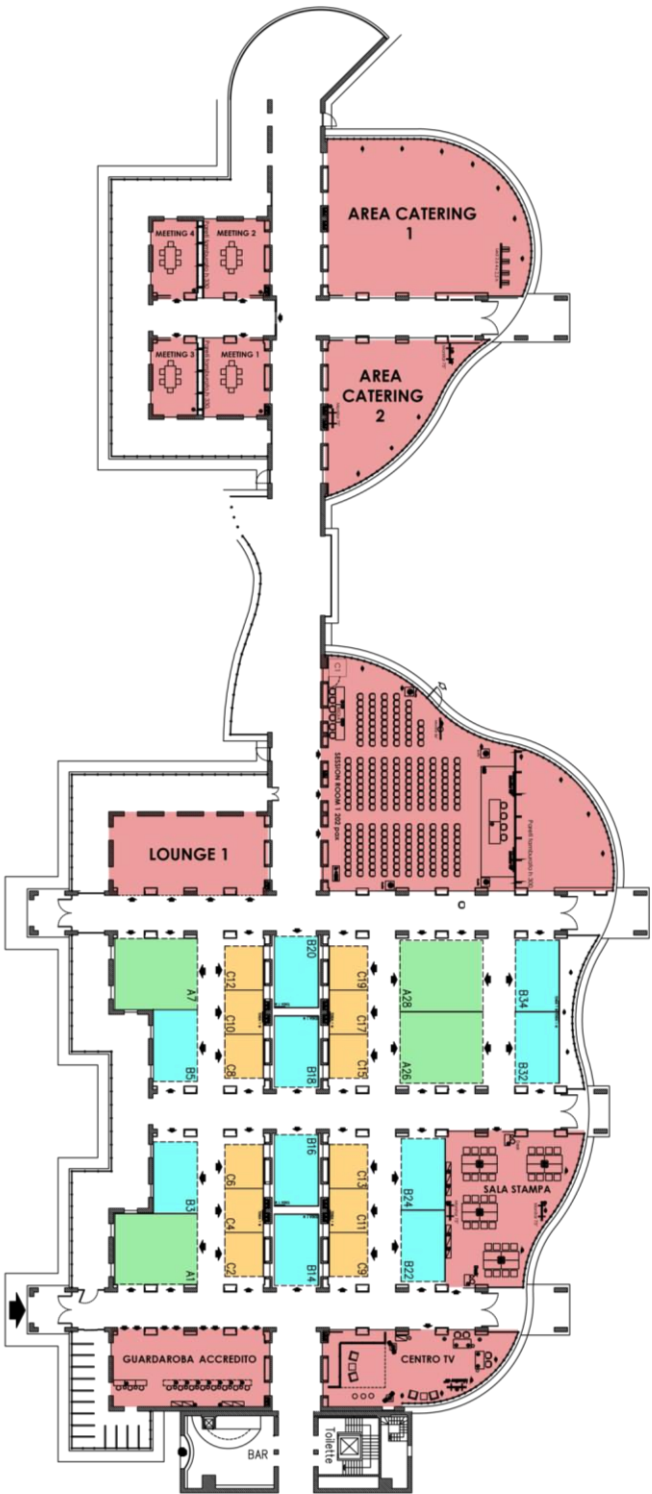
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# PAVILLION LARIO SITE PLAN



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Exhibition Space

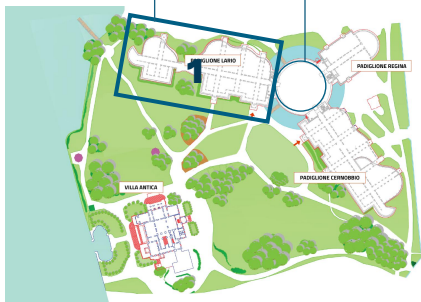
A = 48,75 m<sup>2</sup> – **N.9**

B = 26 m<sup>2</sup> – **N.23**

C = 14 m<sup>2</sup> – **N.30**

1.PAVILLION LARIO

PLENARY



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INGRESSO PLENARIA



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# PAVILLION CERNOBBIO SITE PLAN



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Exhibition Space

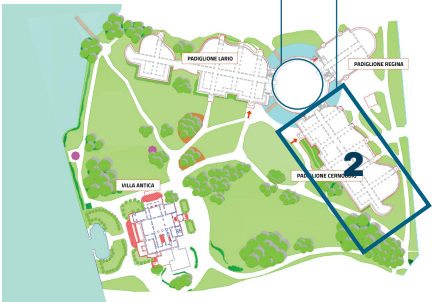
■ A = 48,75 m<sup>2</sup> – **N.9**

■ B = 26 m<sup>2</sup> – **N.23**

■ C = 14 m<sup>2</sup> – **N.30**

**2. PAVILLION  
CERNOBBIO**

**PLENARY**



INGRESSO PLENARIA



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# GALLERY 2024



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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, Almagave



**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



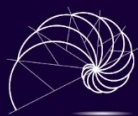
**Marco Fischetto**  
Director Public Sector, Microsoft



**Walter Renna**  
Managing Director, Fastweb

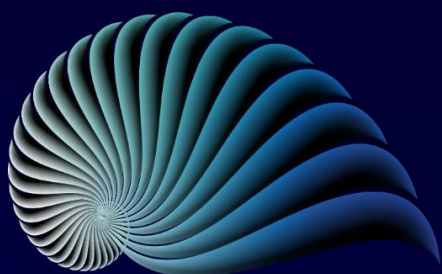


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