

2021 IDEAS FACTORY

MAY 19th

 FROM 9,00 TO 17,00

 ZOOM

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Interreg
Alpine Space
BE-READI ALPS



EUROPEAN UNION

European Regional Development Fund



BE-READI ALPS is co-financed by the European Union via Interreg Alpine Space



UNIONCAMERE
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CHAMBER OF COMMERCE,
INDUSTRY, CRAFTS AND
AGRICULTURE OF BOLZANO









ITALCAM
ITALIENSCHER HANDELSKAMMER
BAYERN - ERM - STUTTGART



Standortagentur

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19 MAY - MORNING SESSION

- 09:00** **BE-READI Points** **SUPPORT** 
Opening of the event and BE-READI ALPS introduction
- 09:15** **Maximilian Backenstos** **KEYNOTE**  **SEMINAR**
Digital Transformation in SMEs - Case Study from a textile SME
- 10:00** **Sara Dal Farra** **INNOVATION**  **SEMINAR**
Managing HR to encourage innovation
- 10:30** **Rafael Michalczuk** **FINANCE**  **WORKSHOP**
Making ideas happen: First steps to external funding of innovative ideas
- 11:30** **Philip Frankl** **DIGITAL.**  **SEMINAR**
Digital Transformation of SMEs through Open Calls
- 12:00** **Mario Weikenkas** **SUPPORT**  **WORKSHOP**
Finding partnering opportunities through the Enterprise Europe Network

12:30

LUNCH BREAK

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19 MAY - AFTERNOON SESSION

13:30

Erich Pilcher

INNOVATION



WORKSHOP

Design Thinking - eine kurze Einführung zur praktischen Anwendung

14:30

PARALLEL

Andrea Kindler

FINANCE



WORKSHOP

Überblick über nationale und transnationale Programme

Riccardo Valletti

DIGITAL



SEMINAR

Data strategy and Data integration:
What you need to know before asking for A.I.

15:00

PARALLEL

Andrea Boscaro

INNOVATION



SEMINAR

Technology and Psychology combined:
how e-commerce success is affected by these two dimensions

Julian Müller

DIGITAL



WORKSHOP

Digital transformation of business models and entire value chains

16:00

PARALLEL

Mauro Andriotto

FINANCE



SEMINAR

Quotazione Digitale, Crowdfunding e Quotazione in Borsa: quali strumenti utilizzare per raccogliere fondi per l'impresa?

Antje Bierwisch

INNOVATION



WORKSHOP

Corporate Foresight - How SME actively shape their future business

17:00

EVENT CLOSURE