

2021 IDEAS FACTORY

MAY 19th

 FROM 9,00 TO 17,00

 ZOOM

 [CLICK HERE TO REGISTER](#)

Interreg
Alpine Space
BE-READI ALPS

European Regional Development Fund



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



UNIONCAMERE
VENETO



CHAMBER OF COMMERCE,
INDUSTRY, CRAFTS AND
AGRICULTURE OF BOLZANO

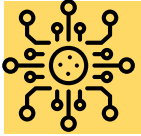


ITALCAM
ITALIENSCHER HANDELSKAMMER
BOZZEN - STUTTGART



Standortagentur

19 MAY - MORNING SESSION

09:00	 BUSINESS SUPPORT	BE-READI Points Opening of the event and BE-READI ALPS introduction	
09:15	 KEYNOTE SPEECH	Maximilian Backenstos <i>DatenBerg</i> Digital Transformation in SMEs - Case Study from a textile SME	
10:00	 #INNOVATION	Sara Dal Farra <i>Willis Towers Watson</i> Managing HR to encourage innovation	
10:30	 #FINANCE	Rafael Michalczuk <i>InnoPotentials</i> Making ideas happen: First steps to external funding of innovative ideas	
11:30	 #DIGITAL	Philip Frankl <i>fortiss GmbH</i> Digital Transformation of SMEs through Open Calls	
12:00	 BUSINESS SUPPORT	Mag. Mario Weikenkas <i>EEN Standortagentur Tirol</i> Finding partnering opportunities through the Enterprise Europe Network	

19 MAY - AFTERNOON SESSION

13:30



#INNOVATION

Erich Pilcher

Design Thinking - eine kurze Einführung zur praktischen Anwendung



14:30



Andrea Kindler

Das Förderservice der FFG
– Überblick über nationale
und transnationale
Programme

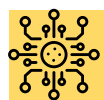


#FINANCE



Riccardo Valletti

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



#DIGITAL

15:00



Andrea Boscaro

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



SUPPORT



Julian Müller

Digital transformation of
business models and entire
value chains



#DIGITAL

16:00



Mauro Andriotto

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



SUPPORT



Antje Bierwisch

Corporate Foresight - How
SME actively shape their
future business



#DIGITAL

17:00

EVENT CLOSURE