



CONFERENCE OVERVIEW

THURSDAY, SEPTEMBER 14

10.00 – 13.00	PLENARY STAGE DESIGNING THE THIRD MILLENNIUM DISTRICT THROUGH MOBILITY AND URBAN PLANNING <i>Institutional Plenary Session</i>
14.30 – 18.00	PLENARY STAGE THE ORIGIN OF THE SMART DISTRICT <i>In collaboration with Urban Planning Department of the City of Milan</i>
14.30 – 18.30	PARALLEL STAGE DIGITAL TECHNOLOGIES AND DATA INTEROPERABILITY IN THE SMART CITY <i>In collaboration with Parkeon</i>

FRIDAY, SEPTEMBER 15

09.30 – 13.30	PLENARY STAGE MOBILITY IN FUTURE CITIES <i>In collaboration with the Mobility Department of the City of Milan</i>
09.30 – 13.30	PARALLEL STAGE INTEGRATED MOBILITY AND BIG DATA <i>In collaboration with Mobility2o</i>





PROGRAM

THURSDAY, SEPTEMBER 14

PLENARY STAGE	
10.00 – 13.00	INSTITUTIONAL SESSION DESIGNING THE THIRD MILLENNIUM DISTRICT THROUGH MOBILITY AND URBAN PLANNING
10.00 – 10.15	<i>Welcome by the organizers</i> Carlo Iacovini , Board Member, Clickutility on Earth
10.15 – 11.00	<i>Greetings and opening</i> Marco Granelli , Councillor for Mobility and Environment, City of Milan Massimo Gaudina , Head of the European Commission Representation in Milan Roberto Maroni , President of Lombardia Region
11.00 – 12.45	<i>Panel</i> Andrea Cardinali , Chairman, ANIASA Philippe Crist , Administrator, Project Manager, OECD Transport Forum Gianluca Di Pasquale , Innovation and growth strategist, Ernst & Young Stefano Milanese , Partner, Arthur D. Little Carlo Ratti , Professor at MIT Boston and Director of Senseable City Lab Mario Tartaglia , Head of Models and Strategic Studies of the Central Direction of Strategies, Planning, Control and Sustainability, FS Italiane Carlo Tosti , President, TELMA Lab Board Alberto Zorzan , President, ATM Servizi S.p.A. <i>Moderator</i> Alessandro Marchetti Tricamo , Director, L'Automobile
12.45 – 13.00	<i>Conclusions</i> Pierfrancesco Maran , Councillor for Urban Planning, Green Areas and Agriculture, City of Milan

THURSDAY, SEPTEMBER 14

PLENARY STAGE	
14.30 – 18.00	THE ORIGIN OF THE SMART DISTRICT <i>In collaboration with Urban Planning Department of the City of Milan</i>
14.30 – 15.00	<i>Introduction</i> Bruno Ceccarelli , President of the Private Urban Planning Commission of the Milan Agricultural System, City of Milan
15.00 – 16.30	<i>Panel I: Urban Renewal.</i> <i>The seven-railway yard of Milan, from abandoned areas to regeneration motor</i> The Project "Scali Milano" Matteo Pedaso , Director Strategic Planning, LAND - Landscape Architecture Nature Development Milan's future design Carlo De Vito , CEO, FS Urban Systems Green rails Project Paola Brambilla , regional representative, WWF Case studies: Brasil: Marco Bello , Studio Legale Bello B&L Network e Gianni Savio , President, PLANET IDEA Srl London: Carlo Castelli , Director Director Strategic Planning and Design Cities, MSc ARB RIBA Helsinki: Cino Zucchi , CZA-Cino Zucchi Architetti
16.30 – 18.00	<i>Panel II: Active citizenship within the city.</i> <i>Citizens repossess of abandoned spaces thanks to social projects</i> Attilio Di Cunto , CEO, EuroMilano – UpTown Project Piero Pelizzaro , Project Manager Sharing Cities, City of Milan Stefano Riazola , Vice Director, Mobility, Environment and Energy Management, City of Milan Angelo Turi , Board Chairman, RED SRL - Milano 4 You Project
	<i>Moderator:</i> Patrizia Malgieri , Planning Area Manager, TRT Trasporti e Territorio

THURSDAY, SEPTEMBER 14

PARALLEL STAGE	
14.30 – 18.30	<p>DIGITAL TECHNOLOGIES AND DATA INTEROPERABILITY IN THE SMART CITY <i>How to exploit existing technologies to provide added value services to the citizen</i> <i>In collaboration with Parkeon</i></p>
14.30 – 14.45	<p><i>Introduction</i> Emil Abirascid, Editor in Chief, Startupbusiness</p>
14.45 – 16.15	<p><i>Panel I: Parking technologies and systems interoperability</i> Francesco Bandinelli, Director, Autostrade Tech S.p.A. Roberto Carreri, Research, Development and Application Management Manager, ATM S.p.A. Luigi Contestabile, Energy and Sustainability Manager, Trenitalia Valentino Sevino, Mobility Planning Area Manager, AMAT Giulio Soro, Technical Lead - PS Italy, Amazon Web Services <i>Moderator:</i> Vezió Maggioni, CEO, Parkeon</p>
16.15 - 16.25	<p><i>Debate and Q&A</i></p>
16.25 – 17.40	<p><i>Panel II: Digital Payments</i> Ivano Asaro, Co-director, Mobile Payment & Commerce Observatory, Politecnico di Milano Antonio Bosio, Product & Solutions Director, Samsung Electronics Italia Emanuele Francioni, Founding Partner, 2SQRS and Web3 Ventures Massimiliano Gallo, Vice President Business Development Italy & Greece, Mastercard Vezió Maggioni, CEO, Parkeon Maurizio Manzotti, CEO of PI4PAY, SIA Group <i>Moderator:</i> Marco Folcia, Partner, PwC</p>
17.40 - 17.50	<p><i>Debate and Q&A</i></p>
17.50 – 18.20	<p><i>Panel III: Case Studies</i> Beyond Parking: the parking meter as urban assistant of the smart city Ravenna and the Arian Baptistery. The parking meter as urban assistant of the smart city. Stefano Di Stefano, CEO, Azimut Ravenna Integrated services for mobility Alessandro Guerra, General Manager, SIS</p>
18.20 - 18.30	<p><i>Debate and Q&A</i></p>

FRIDAY, SEPTEMBER 15

PLENARY STAGE	
09.30 – 13.30	MOBILITY IN FUTURE CITIES <i>In collaboration with the Mobility Department of the City of Milan</i>
09.30 – 09.45	<i>Introduction</i> Angelo Pascale , Director of Public Transportation Division, City of Milan
09.45 – 11.30	<i>Panel I: Electric mobility, where are we? New projects and developments</i> Simone Bosetti , partner, TRT Trasporti e Territorio Federico Confalonieri , Mobility Planning Area, City of Milan Gabriele Grea , CERTeT, Bocconi University Carlo Maria Magni , CEO, Refeel eMobility Pietro Menga , Chariman, CEI-CIVES Albane Siramy , Global Director Corporate Affairs & Sustainability, UJET Lorenzo Tavazzi , Head of Scenario & Intelligence department, The European House Ambrosetti <i>Moderator:</i> Carlo Maria Medaglia , Chief Technical Secretary, MATTM
11.30 – 13.00	<i>Panel II: Innovative Services</i> <i>Focus A: Carpooling future scenarios</i> Gerard Albertengo , CEO & Founder, Jojob Fabio Cartolano , Project Manager, Socialcar Samuel Sed Piazza , Country Manager, Moovit <i>Focus B: Product and service innovation in public transportation management</i> Roberto Andreoli , CIO IT and Technology Manager, ATM S.p.A. Guido Nicoletto , Head of Planning and Intermodal services, GTT S.p.A Massimo Santori , Public Affairs Manager, IVECO Bus / CNH Industrial - EMEA Region <i>Moderator:</i> Filippo Salucci , Director of Mobility, Environment and Energy, City of Milan
13.00 – 13.30	<i>Closure of the session</i> Marco Granelli , Councillor for Mobility and Environment, City of Milan

FRIDAY, SEPTEMBER 15

PARALLEL STAGE	
09.30 – 13.30	INTEGRATED MOBILITY AND BIG DATA <i>In collaboration with Mobility2o</i>
09.30 – 09.45	<i>Introduction</i> Luca Masciola , Scientific Coordinator, TELMA Lab – M2o
09.45 – 10.45	<i>Focus I: big data and digitalization</i> Paolo Guglielminetti , Associate Partner, PwC Manuel Prieto Hernandez , Transit Implementation Director, Visa Emilio Marsano , Director of Travel & Transportation, IBM Italia
10.45 – 12.00	<i>Focus II: parking and traffic solution</i> Andrea Fossati , CEO, Parquery AG Paolo Rinelli , Product Manager, TSS-Transport Simulation Systems Sauro Rossi , CEO, Park It Valentino Sevino , Mobility Planning Area Manager, AMAT
12.00 – 13.30	<i>Focus III: integrated and multimodal mobility</i> Mirko De Feo , Business Development Manager, Italy&Spain, Free2Move Katja Hector , Business Development Manager, moovel Group GmbH Marjaana Karjalainen , MaaS, Finpro Giovanni Maistrello , National Key Account Manager, car2go Italia Antonio Privitera , Traffic Sales Manager Italia, PTV SISTeMA Antonio Rapisarda , Country Manager, Ofo Samuel Sed Piazza , Country Manager, Moovit Nicoletta Morrone , Head of Operation and Key Account Manager, UbeeQo <i>Moderator:</i> Raimondo Orsini , Coordinator, National Observatory on Sharing Mobility