



**Talk: Start-ups, Innovation, Hi-tech in Bologna and in Emilia-Romagna: success stories and critical issues**

**Bologna, 13 November 2009**

c/o R2B Days 2009

Sala Maggiore (ex GAM)

Palazzo dei Congressi - Piazza Costituzione

Sala Verde - Primo Piano

11.00 - 13.00

*Is Bologna the New Italian Silicon Valley? Many high-tech companies have come into being beneath the Two Towers in Emilia Romagna in the past five years. What lessons can be learned from the success stories and what factors might lead to a not-so-successful story?*

We will address this topic alongside CEO's from (ex) start-ups founded in recent years in Emilia Romagna as well as presidents/coordinators of some of the most active business incubators of the area.

The event will include an informal discussion of the topic by a double panel of guests, coordinated by **BolognaIN** ([www.bolognain.net](http://www.bolognain.net)), *business social network* of the metropolitan area of Bologna, partnered with **Spinner**.

The discussion will be moderated by Emil Abirascid and will be reported live on **Twitter** (hash tag: **#boin2b**), a veritable hinge between the live audience and online followers. These audiences will be called to involvement by the live moderator as well as by questions before the event on the BolognaIN blog, so the event will house a *crowd generated interview*.

Guests representing start-up firms:

- Knowmark (**Dario Amata**)
- Waymedia (**Francesco Baschieri**)
- Econoetica (**Luca Foresti**)
- Alma Sport (**Mirko Marcolini**)

Experts on creating new enterprises:

- Spinner (**Paolo Bonaretti**, Presidente)
- We Tech Off (**Bruno Riccò**, Presidente)
- StartCup & AlmaCube (**Fabrizio Bugamelli**)
- Innovami (**Paola Perini**)

Moderator: **Emil Abirascid**

**Online registration:**

<http://www.rtob.it/programma/daybyday-2009-11-13/25/>