UNIONE EUROPEA
Fondo europeo di sviluppo regionale

PON Ricerca e Competitività 2007-2013

Ministero dell'Istruzione, dell'Università e della Ricerca

Ministero dello Sviluppo Economico

UNIVERSITÀ DEL SALENTO | LABORATORIO DI INGEGNERIA ECONOMICO-GESTIONALE
DIPARTIMENTO DI INGEGNERIA DELL'INNOVAZIONE | CENTRO INTERDIPARTIMENTALE CULTURA INNOVATIVA D'IMPRESA

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# Knowledge Intensive Entrepreneurship in the Euro-Med Area

November 25th 2015

W O R K S H O P

Lecce, Sala Conferenze del Rettorato, 9 am

**9.15-10 am: Welcome and Introduction**

Vincenzo ZARA, *Rector of the University of Salento, Italy*
Sebastiano LEO, *Councillor to Training, Labour and Education at Apulia Region, Italy*
Loredana CAPONE, *Councillor of Economic Development at Apulia Region, Italy*
Paolo PERRONE, *Mayor of Lecce, Italy*

## SESSION A - TECHNOLOGY-DRIVEN ENTREPRENEURSHIP

**PART 1 - Trends, Approaches and Experiences (10 – 11.45 am)**

Focus: *Exploring the meaning and values of the Technology entrepreneurship and identifying challenges and opportunities for higher education institutions, public and private organizations.*

Chair: Gianluca ELIA, *Assistant Professor at University of Salento, Italy*

Giuseppina PASSIANTE, *Professor at University of Salento, Italy*
Driss OUAOUICHA, *President of the Akhawayn University in Ifrane, Morocco*
Susana Elena PEREZ, *Researcher at European Institute for Perspective Studies (EU-IPTS), Siviglia, Spain*
Mohamed ABOU SALEH, *Secretary-General of the Ministry of Higher Education, Scientific Research and Management Education, Morocco*
Alessandro SANNINO, *Professor at University of Salento, Italy*
Giuseppe GIGLI, *Director of the National Research Council-Nanotec, Italy*
Marion CARROLL, *Professor at Limerik Institute of Technology, Ireland*
Edlira KALEMI, *Assistant Professor at University of Tirana, Albania*

**PART 2 - Roundtable: Euro-Mediterranean Partnerships to develop Technology driven Entrepreneurship (12 am - 1.15 pm)**

Focus: *Creating public-private partnerships for developing initiatives and projects.*

Moderator: Karim MOUSTAGHFIR, *Professor at Al Akhawayn University in Ifrane, Morocco*

Mariaenrica FRIGIONE, *Vice-Rector for Technical-Scientific Area, University of Salento, Italy*
Domenico FAVUZZI, *President of the Apuglia Region Association of Entrepreneurs, Italy*
Adriatik DUDAJ, *Founder of the Adriapol Institute, Albania*
Tarafa MAROUANE, *President of the Commission for Research and Development, e-Entreprise and University Relations at CGEM, Morocco*
Petrit SINAJ, *Mayor of Berat, Albania*
Anna Maria ANNICCHIARICO, *General Director of the Scientific and Technological Park - Technopolis, Italy*
Eduard SHALSI, *Chair of Albania's Parliamentary Committee on Productive Activities, Trade and Environment, Albania*
Bernardo NOTARANGELO, *Secretary-General of the Apulia Region Committee, Italy*
Viola MARGIOTTA, *President of Association of Young Entrepreneurs Lecce, Italy*

## SESSION B - SMART TOURISM DESTINATIONS

*in collaboration with ifitt - International Federation for Information Technology in Travel and Tourism*

**PART 1 - Smart Tourism: trends and opportunities (2.30 - 4 pm)**

Focus: *Issues, challenges and trends on the role of technology and knowledge intensive entrepreneurship for the creation of smart tourism destinations.*

Chair: Valentina NDOU, *Assistant Professor at University of Salento, Italy*

Rodolfo BAGGIO, *Professor at Bocconi University, President of the IFITT Italian Chapter, Italy*
Roberto TEDESCO, *President of Italica holding SpA, Verona, Italy*
Josep EJARQUE, *Founder and CEO at Four Tourism srl, Italy*
Annalisa FAUZZI, *Tourism & Touristic Destination Developer, "Nocy My Destination", Italy*
Roberto BELLOTTI, *Professor at University of Bari, and Member of the Board of the Scientific and Technological Park - Technopolis, Italy*
Esmeralda HASANI, *Director of the Barleti Institute for Research and Development, University Marin Barleti, Albania*

**PART 2 - Digital technologies for Developing Smart Tourism (4.15 – 5.30 pm)**

Focus: *Overview of the pilot experimentations within the research project PUGLIA@SERVICE: #apuliasmartourism*

Chair: Giustina SECUNDO, *Assistant Professor at University of Salento, Italy*

Pasquale DEL VECCHIO, *Researcher at University of Salento, Italy - #ApuliaSmarTourism*
Giovanni COLONNA, *Consul of Touring Club Brindisi, Italy - #Appiedi*
Marco MANCARELLA, *Professor at University of Salento, Italy - #SalentoUpNDown*
Pasquale GATTA, *Promotion Manager at Gal Gargano, Italy - #MyGarganoExperience*
Annalisa CAMPANELLA, *Promotion Manager at Formiche di Puglia, Italy - #BacconelleGnostre2015*
Andrea SABATO, *Regional Manager at Italica spa, Italy - #Italica*

**Conclusions**

**SCIENTIFIC COMMITTEE**

**Giuseppina PASSIANTE**, *Scientific Coordinator of the Management Engineering Laboratory, Dept. of Engineering for Innovation, University of Salento, Italy*
**Pasquale DEL VECCHIO**, *Dept. of Engineering for Innovation, University of Salento, Italy*
**Gianluca ELIA**, *Dept. of Engineering for Innovation, University of Salento, Italy*
**Valentina NDOU**, *Dept. of Engineering for Innovation, University of Salento, Italy*
**Giustina SECUNDO**, *Dept. of Engineering for Innovation, University of Salento, Italy*