

INVITATION

November 10th, 2022

Embassy of Italy in Berlin – Tiergartenstrasse 22

Startups in the cultural and creative industries, between Germany and Italy.

Italian Startups' pitch and Roundtable

3.45 pm: Guest registration

4.15 pm: Startups' Pitches

Presentation of Italian Startups

6.00 pm: Welcome and Keynote Speeches

Roundtable

Startups as a creative bridge between Italy and Germany.

7.30 pm: Award Ceremony

Mentorship awards for the three best Startups by ARTFILES, SEEDBLE and LEGANCE.

Networking Cocktail



Embassy of Italy
Berlin



ITALCAM
ITALIENISCHE HANDELSKAMMER
MÜNCHEN - STUTTGART

Sponsors:



HypoVereinsbank
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Centro italo-tedesco per il dialogo europeo
Deutsch-Italienisches Zentrum für den Europäischen Dialog

SEEDBLE
A SYMPHONIE PRIME COMPANY

artfiles
strategie culturali

BMW Foundation
Herbert Quandt

RESPOND



TORINO
CHAMBER OF COMMERCE
INDUSTRY CRAFTS AND AGRICULTURE

STARTUPS' PITCHES

4.15 pm – 5.30 pm

Moderator:
Paolo Brusegan, HOVERTURE



BROCHESIA

Augmented Reality solutions for Smart Glasses, smartphones and tablets to create interactive and multimedia experiences and remote sharing.



CICERO EXPERIENCE

We rewrite the rules of experiential tourism and create people-driven journeys. We are not a marketplace, but an experiences' retailer.

/di·scèr·no/

DISCERNO

Independent Study of choice orientation. It integrates Philosophical Ethics, Dynamic Psychology, Vocational psychology and psychometrics.



FANTATRADING

An educational award-winning video game that simulates investments in the stock market, helping you learn about economics and finance easily.



G-move

G-MOVE

Customer Experience as a service monitoring system for physical spaces using proprietary sensors that collect data on smartphone movement.



GOLEE

Digitalization of the activities of sports clubs and amateur world that allows to work faster, communicate better and be more profitable.



OPEN STAGE

Urban entertainment: outdoor live events created through technological totems bookable via App and equipped with an audio/video system.



RAMPART

Incubator, aggregator and accelerator of cultural projects, whose main creative supply chain is the Hypercritic platform.



SIDERA

An algorithm that can fully discriminate the source text, tagging it and converting it automatically in indesign.



UNEXPECTED ITALY

A travel ecosystem that allows travelers to explore Italy through advanced digital guides that adapt to clients' needs and interests.



VR TOURISM

Digitalisation of the Italian cultural heritage, enabling the public to experience an immersive visit to a museum or village.



VUDOO

Digital Transformation platform with an integrated service that includes Consulting, Technology, Ecommerce, Marketing and After Sales.

ROUNDTABLE

6.00 pm – 7.30 pm

Startups as a creative bridge
between Italy and Germany



WELCOME SPEECH

H.E. Armando Varricchio
Italian Ambassador to Germany



KEYNOTE SPEECH

H.E. Dr. Anna Christmann
Commissioner of the Federal
Ministry for Economic Affairs and
Climate Action for the Digital
Economy and Start-ups



INTRODUCTION

Alessandro Marino
General Manager ITALCAM,
Italian-German Chamber of
Commerce



Moderation and final remarks:

Andreas Horchler, podcon.de



Michele Trimarchi
**Professor of Economics of
Culture at IUAV University,
Founder of ARTFILES**



Patrick Lindstädt
**Managing Director
HypoVereinsbank
Berlin**

ROUNDTABLE



Giulio Benedetti
**Country Head of Communications,
ESG & Public Affairs, Generali
Deutschland AG**



Sven von Mensenkampff
Partner at LEGANCE



Thomas Röhrl
**Engagement Lead
at RESPOND /
BMW Foundation**

REGISTRATION

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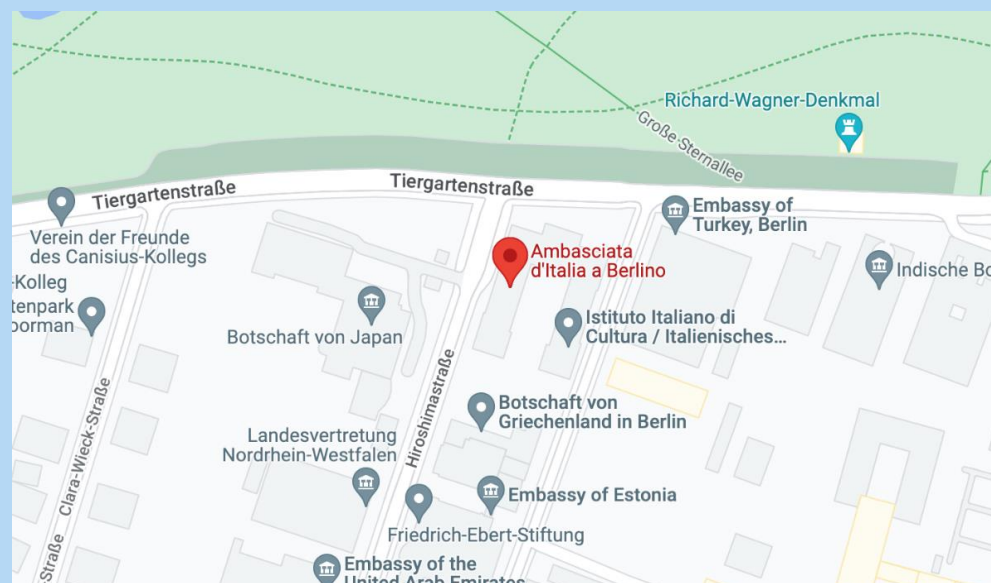
Italian Startups' pitch and Roundtable

REGISTRATION LINK

Click on “[registration link](#)” above in order to participate at the event.
Registration is free for one participant plus max. one accompanying person.
Registration deadline: October 28th.

For further information please contact:

Letizia Cattaneo: cattaneo@italcam.de | **Claudia Nikolai:** nikolai@italcam.de



Embassy of Italy in Berlin
Tiergartenstrasse 22, 10785 Berlin

Underground station: Potsdamer Platz
(U2 and S1, S2, S25)

Bus stops:
Tiergartenstraße, Line 200
Hiroshimasteg, Line M29

Parking availability in the immediate area of the Embassy is very low.



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