



AGORÀ DEL FUTURO 2024

THERE'S MORE, THERE'LL BE YOU!

10 KEYWORDS FOR 10 SESSIONS

The Agora del Futuro 2024, organized by ABIEventi in collaboration with StartupItalia, is a journey that will allow people to travel through space and time on a real map with pre-established stages defined by keywords.

1. Co-creation
2. Finfluencer
3. Metavers
4. Fintech
5. Quantum Computing
6. Edtech
7. Artificial Intelligence
8. Superapp
9. Open Data
10. Digital Wallet

In addition to these appointments there are 2 Barcamps, spaces to give voice to startup and fintech partners of Il Salone dei Pagamenti.

WEDNESDAY 27 NOVEMBER

1 | CO-CREATION (2.30 - 3.30 p.m.)

THE BANK OF THE FUTURE BELONGS TO EVERYONE. AND THAT WAY IT WILL CREATE VALUE

Chair: **Alessandro Di Stefano**, Journalist **StartupItalia**

Co-creation is transforming the financial sector by stimulating innovation through collaboration between companies, customers and technology partners. We will explore how new technologies, such as: Artificial Intelligence, blockchain and open API platforms are facilitating customised solutions, improving user experience and accelerating digital transformation. Among the emerging trends, open banking and fintech are redefining relationships between financial institutions and consumers, while startups are key in the development of increasingly accessible and secure services.

Panel:

Michelangelo Bottesini, Presidente **ItaliaFintech**

Joe Gallagher, Senior Vice President Products **NCR ATLEOS**

Alberto Palazzin, R&D Manager - BU Kameleon **Kline**

Alessandro Zaccherini, Head of Payments Development **BFF Banking Group**

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2 | FINFLUENCER (3.30 - 5.00 p.m.)

THE BOOM IN PROMOTERS OF FINANCIAL PRODUCTS AND SERVICES: HOW TO STAY ON THE NETWORK WITHOUT FALLING INTO THE NET?

Chair: **Giampaolo Colletti**, Director **StartupItalia**

They proliferate on smartphone screens and multiply online, on the chat and forum platforms of social media and video hubs. These are the finfluencers – a category of the much larger world of creators currently exploding online. How do they use social channels to promote financial products and services? How do they handle stocks, bonds, cryptocurrencies, forex and advice? What relationships do they have with banking players and customers? And how do they disseminate investment advice? The opportunities are there, but so are the risks: what do you need to watch out for?

Panel:

Massimiliano Allievi, Commercialista 4.0

Angela Bracci, Ufficio Mercato dei Capitali **ABI**

Giuliano Cini, Brand Partnerships Director, Global Business Solutions **TikTok Italia & Grecia**

Laura Corbetta, CEO & Founder **YAM112003**

Lorenzo Perotta, Founder & CEO **Finanz**

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THURSDAY 28 NOVEMBER

3 | METAVERSE (9.30 - 10.30 a.m.)

THE METAVERSE? NO, IT'S NOT DEAD. IT'S MORE ALIVE THAN EVER. AND IMMERSIVE PLATFORMS ARE REWRITING RELATIONSHIPS AND PURCHASES

Chair: **Chiara Buratti**, Journalist **StartupItalia**

Surprise, surprise! The metaverse isn't dead – in fact it's more alive than ever and it's plural! As the world's attention is distracted by the juggernaut of generative artificial intelligence, those immersive experiences that were the talk of marketing departments earlier this decade are making a comeback. Never before have connected consumers been able to have so many experiences in virtual worlds. But for financial services, how can the metaverse extend our digital lives and create a context in which we will learn, collaborate, play, socialise and buy?

Panel:

Flavio Arzarello, Public Policy Manager, Economic and Regulatory Policy, Italy **Meta**

Jacopo Fracassi, Ricercatore dell'Osservatorio Extended Reality & Metaverse **Politecnico di Milano**

Eliano Lodesani, Founder & Board Member **Formules**
e **Tommaso Guerzoni**, Head of Partnerships **Formules**

Nadir Snouno, Ufficio Innovazione **ABI**

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4 | FINTECH (10.30 - 11.30 a.m.)

HUMAN-TECH AND HI-TECH: RETHINKING THE NEW GENERATION OF FINANCIAL PROFESSIONALS

Chair: **Alessandro Di Stefano**, Giornalista **StartupItalia**

The use of cutting-edge technology to deliver financial products and services has never been as intense as in the current period. But our surprise and enthusiasm of former times is muted because the advance is much more gradual. So what will be the new frontiers for fintech? How will immersive and predictive technologies reshape the experience of end customers in their relationships with banks and financial institutions? And how will human capital contribute to a transformation often seen as only involving tech capital?

Panel:

Luca Carrai, Ricercatore dell'Osservatorio Fintech & Insurtech **Politecnico di Milano**

Mariangela Dedda, Senior Director & Board Member **WeHunt**

Clelia Tosi, Head **Fintech District**

Camilla Cionini Visani, Direttrice Generale **ItaliaFintech**

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BARCAMP - I – (11.30 - 12.00 a.m.)

DISCOVERING THE STARTUPS AND THE FINTECH OF THE FUTURE

Chair: **Chiara Buratti**, Journalist **StartupItalia**

Digital payments, international transactions, Buy Now Pay Later, Lending as a Service, digital assets, cybersecurity, welfare benefits, management consultancy and innovation. Let's discover together the values of the startups and fintech partners of Il Salone dei Pagamenti, an asset for the future of the country. Because there's more. You will be there.

Panel:

Michele Mandelli, Managing Partner, **CheckSig**

Federica Corvo, Head of Desk **Ebury Italia**

Giorgio Ventura, Managing Director **Futurea**

Greta Antonini, Chief Marketing & Communication Officer **Obyn**

Other speakers to be defined

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5 | QUANTUM COMPUTING (12.00 - 13.00)

THE QUANTUM LEAP - THE HIKE IN QUALITY AT THE NEW FRONTIER OF QUANTUM COMPUTING

Chair: **Chiara Buratti**, Journalist **StartupItalia**

It is the most unknown and fastest growing technology. Hard to understand, but extraordinary in terms of scalable performance. It exploits the laws of quantum mechanics to solve problems that are too complex for classic computers. This is Quantum Computing, the new technology for leveraging data. The real digital gold. Awesome data that provides answers and opens up unimagined new scenarios. But it needs unprecedented amounts of computing power. So what scenarios does Quantum Computing offer? How will it rewrite the dynamics of user-bank services and relationships? With its predictive answers and envisaging of futuristic scenarios, how will it change our shopping experiences going forward? And again, how will this technology be implemented?

Panel:

Claudio Cicconetti, Ricercatore, Head of Quantum Lab **CNR-IIT**

Beatrice Goretti, Ricercatrice Osservatorio Quantum Computing & Communication **Politecnico di Milano**

Antonio Policicchio, Innovation Expert, Quantum Computing Lead @ EMEAL Innovation Center **NTT Data**

Other speakers to be defined

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BARCAMP - II – (2.00 - 2.30 p.m.)

DISCOVERING THE STARTUPS AND THE FINTECH OF THE FUTURE

Chair: **Chiara Buratti**, Journalist **StartupItalia**

Digital payments, international transactions, Buy Now Pay Later, Lending as a Service, digital assets, cybersecurity, welfare benefits, management consultancy and innovation. Let's discover together the values of the startups and finetch partners of Il Salone dei Pagamenti, an asset for the future of the country. Because there's more. You will be there.

Panel:

Gian Mario Casarola, VP Sales **Keyless**

Tiziano Depaoli, Country Manager Italy **Market Pay**

Anthea Low, Business Development Lead **Pi-Xcels**

Gianluca Enrietti, CEO e Founder **Toduba**

Other speakers to be defined

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6 | EDTECH (2.30 - 3.30 p.m.)

WORKSHOP TIKTOK

TIKTOK: THE NEW MARKETING FRONTIER IN BANKING AND FINANCE

Chair: **Carlo Bonini**, Head of Financial Services, Travel & Energy, Global Business Solutions **TikTok Italia**

TikTok, with over 21 million users in Italy and 150 million in Europe, is rewriting the rules of marketing by entering the banking and financial sector. It is no longer just the playground for consumer brands, but a powerful platform that offers a unique opportunity to break down demographic barriers and reach a large and diverse audience, enabling authentic relationships in an innovative way. If you operate in the world of finance, digital payments or fintech, this workshop will guide you on how to leverage TikTok to boost your brand visibility, reach new customers and drive engagement. In addition, you will have the opportunity to discover the success case of Intesa Sanpaolo, which with its digital bank Isybank has embarked on an innovative path on the platform.

Opening:

Carlo Bonini, Head of Financial Services, Travel & Energy, Global Business Solutions **TikTok Italia**

Interviews with:

Gianbattista Baa', Head of digital marketing and advertising **Intesa Sanpaolo**

Federica Luppoli, Head of social media and new platforms **Intesa Sanpaolo**

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7 | ARTIFICIAL INTELLIGENCE (3.30 - 5.00 p.m.)

HUMAN CAPITAL AND TECHNOLOGICAL CAPITAL: HOW HUMANS DRIVE AND GUIDE MACHINES

Chair: **Giampaolo Colletti**, Directori **StartupItalia**

Everything and its opposite has been said. The artificial intelligence revolution is already rewriting the dynamics of our relationships and our consumption relating to work, leisure and everyday life. Meanwhile, the generative AI variant is having a measurable impact also in areas related to knowledge capital and creativity. The evolution of machines may still be in its infancy, but it is our task to understand what is happening and to guide this transformation with awareness.

Panel:

Andrea Cosentini, Head of Data Science & AI **Intesa Sanpaolo**

Valeria De Flaviis, Responsabile Innovation Lab & Digital Transformation **Cassa Depositi e Prestiti**

Giuseppe Mayer, CEO **Talent Garden**

Marco Rotoloni, Co-Responsabile Ricerca **ABI Lab**

Andrea Santagata, Amministratore delegato area Digital e MarTech **Mondadori Media S.p.A.**,
Chief Innovation Officer **Gruppo Mondadori**

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FRIDAY 29 NOVEMBER

8 | SUPERAPP (10.00 - 11.30 a.m.)

THE FUTURE OF DIGITAL: ALL SERVICES IN ONE APP?

Chair: **Giampaolo Colletti**, Director **StartupItalia**

Will super apps really revolutionise the digital experience in the near future, bringing together on a single platform a multiplicity of services ranging from electronic payments to e-commerce and the management of complex financial services? And how will they impact the fintech sector? This panel will explore how super apps are transforming the payments sector by integrating innovative fintech solutions, blockchain, credit management and banking services.

Panel:

Christian Catani, Chief Sales Officer **N&TS GROUP**

Eleonora Del Vento, CEO **ViteSicure**

Vlad Mihalca, Responsabile Issuing e Circuito **Postepay**

Chiara Padua, Deputy Head **Fintech District**, Head **Milan Fintech Summit**

Pierangelo Soldavini, columnist **Il Sole24Ore**

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9 | OPEN DATA (11.30 - 13.00 a.m.)

THE START-UPS HAVE THEIR SAY

Chair: **Chiara Buratti**, Journalist **StartupItalia**

In the fintech world, open data is a key resource for innovation, development and democratisation of new services. The ability to access and use public and private data transparently is transforming the financial sector, enabling startups and companies to create more effective and customised solutions. This panel will examine the crucial role of open data in the fintech ecosystem and in digital payments, with a particular focus on how Italian and international startups are leveraging these resources for innovation.

Panel:

Francesca Cardia, Data Scientist – Data Governance & Analytics Department **BANCOMAT**

Claudio Garitta, Ricercatore dell'Osservatorio Fintech & Insurtech **Politecnico di Milano**

Cinzia Sippelli, Servizio Sistemi di Pagamenti **ABI**

Antonio Sorrentino, Professore di Sistemi Informativi a supporto delle decisioni aziendali **Cattolica di Milano**

Danile Zini, Senior Advisor **ItaliaFintech**

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10 | DIGITAL WALLET (2.00 - 3.00 p.m.)

THE PLATFORMS THAT ARE REDEFINING PAYMENT SYSTEMS AND SKILLS

Chair: **Alessandro Di Stefano**, Journalist **StartupItalia**

A whole world awaits us beyond the physical wallet. A digital wallet, also known as an e-wallet or mobile wallet, is an electronic device, online service or software programme that enables electronic transactions with units of digital currency that become goods and services. Now we have the new generation of digital wallets, electronic payment systems that allow consumers to make online purchases. But how do e-wallets or mobile wallets evolve? How do they revolutionise the money transaction system? What transformation does the shopping experience undergo? And again, how does the supply chain for these platforms evolve?

Panel:

Alessandro Camagni, Head of Digital Payments & Services **Intesa Sanpaolo**

Valeria Portale, Direttrice dell'Osservatorio Digital Identity **Politecnico di Milano**

Andrea Temporiti, Chief Business Officer e **Ferruccio Ferruzzi**, Chief Business Officer **Subbyx**

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