



ARENA ITALIA EVENTS PROGRAM @CES2025

crafting innovation, shaping the future.



JAN.7

12.00 p.m. Ribbon-cutting ceremony

Kinsey Fabrizio, President of Consumer Technology Association (CTA), Matteo Zoppas, President of the Italian Trade Agency; Raffaella Valentini, Consul General of Italy in Los Angeles, Giosafat Riganò, Italian Trade Commissioner in Los Angeles

12.30 p.m. SPRITZ & PITCH Italian Business Lunch at CES 2024

02.15 p.m. Fireside Chat: Opportunities for Startups in the EU

Jean David Malo, Director of the European Innovation Council (EIC)

03.00 p.m. Roundtable: Italian Innovation and the Future of Automotive

Sergio Savaresi, professor at Politecnico di Milano; Marco Verna, Italian Trade Commissioner in Chicago; ANFIA/ANICA representatives

04.00 p.m. Roundtable: Female entrepreneurship

Alfredo Coppola, founder of Prospera Women; Grace Park, CEO NuLeep; Luisa Marotta, Terna Innovation Zone Manager in San Francisco; with the women-led startups at the Italian Pavilion

05.00 p.m. Startup Reel: Health & Life Science

Pitch session with the Italian startups

JAN.8

10.00 a.m. Roundtable: Deep-tech Innovation and the Value of Research, with Area Science Park

Fabrizio Rovatti, Leading Technologist at Area Science Park and journalists Vittorio Manti (Hardware Upgrade) and Giancarlo Calzetta (Tom's Hardware)

10.30 a.m. Roundtable: Celebrating 2 years of Innovit, the Italian Innovation and Culture Hub in San Francisco

Diego Teloni, Management Board Member Innovit; Sebastiano Peluso, Head of Hi-Tech Desk at Italian Trade Agency Los Angeles Office

11.00 a.m. Innovation Talk hosted by WeMakeFuture

11.30 a.m. Roundtable "Powering the Future of Energy – Perspectives Across the Globe" hosted by Terna

Daniele Vitullo, Head of Innovation, Terna; Gerod Carfantan, Managing Partner, Sente Ventures; Alicia Hanf, Head of Institutional Partnership LG Nova; Reza Khaj, Director & Ventures Investor, Energy, Plug and Play

12.00 p.m. Startup Reel: Clean-tech

Pitch session with the Italian startups

02.00 p.m. Innovation Talk: Innovation Strategy and Best Practices from Sardinia Region

03.00 p.m. Innovation Talk: Innovation Strategy and Best Practices from Piemonte Region

JAN.9

10.00 a.m. Innovation Talk hosted by ETIES

10.30 a.m. Startup Reel: Smart City

Pitch session with the Italian startups

11.30 a.m. Startup Reel: IoT & Smart manufacturing

Pitch session with the Italian startups

12.30 p.m. Startup Reel: Smart mobility

Pitch session with the Italian startups

02.00 p.m. Innovation Talk hosted by ContentWise

02.30 p.m. Startup Reel: Smart business

Pitch session with the Italian startups

04.00 p.m. Startup Reel: Lifestyle & EdTech

Pitch session with the Italian startups

04.50 p.m. Innovation Talk hosted by Liffio

5.15 p.m. Award-giving hosted by WeMakeFuture