

Roundtable discussion invitation

"Partnerships and synergies for the youth entrepreneurship development in the European scenario"

Dear European Young People, Dear European Citizens,

the Italian association "Laboratorio Pinerolese per la città e il territorio smart" (La.Pi.S.) has the pleasure to invite you to the Roundtable discussion "Partnerships and synergies for the youth entrepreneurship development in the European scenario".

The event will be held on

Saturday - March 3, 2018 - 3 pm, Pinerolo (TO) – Italy
at the
Salone dei Cavalieri, viale Giolitti 7

The speakers will be:

- **Susanna Barreca:** Expert in entrepreneurship development - Regione Piemonte - Social Cohesion Direction
- **Carlo Colomba:** INFOR-ELEA S.p.A. President and CEO
- **Renato Lavarini:** ZBD Tech s.r.l. CEO
- **Kevin Marlier:** ZBD - Zeichen Business Development GmbH CEO
- **Giuseppe Serrao:** 2i3T Director - Startup Incubator of the University of Turin

- **Paolo Giovanelli,** Economic journalist, will moderate the Roundtable
- **Luigi Pinchiaroglio,** La.Pi.S. President, will introduce the works

The event is a preparatory meeting for the upcoming International Ideas Competition:

"Young people for a smart land open to Europe"

The Competition is promoted by **La.Pi.S.** in partnership with **GRP Televisione** (Media Partner), **Creativa Srl - Impresa di comunicazione, Infor - Elea SpA - Smart business academy, Mail Boxes Etc. - Centro di Pinerolo, Eutopia Srl - Circuito di credito commerciale Piemex, Starteed Group Srl, Zeichen Business Development GmbH** and with the patronage of **Rappresentanza in Italia della Commissione Europea, Agenzia per l'Italia digitale presso la Presidenza del Consiglio dei Ministri, Consiglio Regionale del Piemonte, Città Metropolitana di Torino, Anci Piemonte, Uncem Piemonte, Società Italiana di Scienze del Turismo.**

The Competition's focus will be to evaluate high-quality ideas submitted by European young citizens, aged between 18 and 35, concerning a tourism offer for the Pinerolo area. The ideas have to match with the criteria of accessibility, innovation, sustainability and need to be oriented towards a European horizon.

An idea, to be successful, to create economic value in a social context, needs to be elaborated according to a careful failure risks assessment, expected market demand, economic and financial resources.

These aspects, together with others, such as creativity, innovation, originality, use of ICT technologies, interdisciplinary and internationality approaches, are the challenges with which the young Competitors will have to face during the Competition.

According to these goals, the Roundtable aims to show training and information about the best way to transform an idea into a feasible project, able to create job opportunities, economic and social value for the territory.

Thanks for your attention and have a nice participation.

La.Pi.S. Executive Board