



*Ambasciata d'Italia  
Ljubiana*



**Institut "Jožef Stefan"  
Ljubljana, Slovenija**



**7th  
Italian Business Forum**

# **Creativity**

**A decisive organisational  
competence**

**Creativity as a decisive competence for  
innovation and competitiveness in  
contemporary organisations**

*Jožef Stefan Institute, Tuesday, 12th  
February 2019*

Photo: Uroš Hočevar (detail); Courtesy of Delo

Programme and detailed information at: [www.ibf.si](http://www.ibf.si)

Please register at: [ibf@ijs.si](mailto:ibf@ijs.si)

# **Creativity - A decisive organisational competence**

## **Introduction and event concept of the 7th Italian Business Forum**

**Jožef Stefan Institute, Tuesday, 12th February 2019**

If there is one characteristic inseparable from a human being - and of a unique significance for the society at large, in the most abstract sense - it is the capability to form something new and somehow valuable. Whether the created item may be intangible: an idea, a scientific theory, a musical composition, a winning move in a sport game or a joke, or a physical object such as an invention, a literary work, or a painting, it does not really matter. So far it has been a distinctive characteristic of humans and humanity.

In times when almost every other individual and organisational competence is projected to be soon substituted by more efficient machines endeavoured by the seemingly limitless artificial intelligence **creativity** is increasingly becoming scarce and distinctive. Inevitably, it is destined to become a decisive competence for innovation and competitiveness in contemporary organisations.

We are therefore pleased to announce the seventh edition of the Italian Business Forum (IBF), entitled **Creativity - A decisive organisational competence**.

Every February Italian Business Forum brings together excellent speakers from Italy and Slovenia, allowing for the exchange of views and experiences on a challenging aspect of creativity. A number of best practices in the programme will depict the creative and innovation landscape. All this serves the purpose of IBF: to bring the best practice of Italy and Slovenia closer together, exposing it to engage wider audiences, helping them to learn from each other and creating the conditions for even tighter cooperation between governments, experts, businesses and individuals from both countries, and all those engaged in the relationships between these two European neighbours.

Our regular annual event is the result of a fruitful ongoing partnership between the Embassy of Italy, the Italian Trade Agency - ICE, the Jožef Stefan Institute and the Italian-Slovenian Forum. It is taking place in Ljubljana on Tuesday, 12th February at the Jožef Štefan Institute.

  
Jurij Giacometti,  
President  
Italian-Slovenian Forum  
(Italijansko-slovenski Forum italo-sloveno)

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# Creativity - A decisive organisational competence

Creativity as a decisive competence for innovation and competitiveness in contemporary organisations

Jožef Stefan Institute, Tuesday, 12th February 2019

## Programme

### 8.30 Introduction to the Programme

8.30 Arrival of participants, registration, coffee

9.00 Welcome

Prof. Jadran Lenarčič, Director, Jožef Stefan Institute

Introduction to the programme and moderation

Jurij Giacomelli, President, Italijsko-slovenski Forum italo-sloveno

9.10 Italy and the tradition of creativity

H. E. Paolo Trichilo, Italian Ambassador to Slovenia

9.20 Overview on Slovenian-Italian trade and investment relations

H. E. Alenka Suhadolnik, Director General, Directorate for Economic and Public Diplomacy, Ministry of Foreign Affairs of Republic of Slovenia

9.30 Opportunities for co-operation

Serenella Marzoli, Director, Agenzia Ice - Italian Trade Agency Ljubljana

9.40 Creativity Between Science and Art  
Introductory lecture to the topic

Prof. Jadran Lenarčič, Director, Jožef Stefan Institute

### 10.00 Creativity: A distinctive competence and the medium of progress

10.00 Creativity - A distinctive competence and a dream of an inclusive society  
Keynote Speech  
Q&A (5')

Massimo Iosa Ghini, Iosa Ghini Associati

10.25 **Creating innovation ecosystems across the EU: The experience of Meta Group**  
Keynote Speech  
Q&A (5') **Andrea Di Anselmo, Vice President, Meta Group**

10.50 **Creativity spinning the story of Eurotech**  
Keynote Speech  
Q&A (5') **Roberto Siagri, Founder and Managing Director, Eurotech**

Active listener and first questions to each keynote speaker by Bojan Brezigar, Member of Warranty Committee, Italian-Slovenian Forum

11.15 **Coffee Break**

### 11.35 **Transformative power of creativity: Best practices and experiences shared**

Presentations followed by a moderated panel debate

11.35 **Challenge: Growing national, the case of Intesa Sanpaolo Bank** **Ivan Ivičić, Member of Management Board, Intesa Sanpaolo Bank, Slovenia**

11.45 **Creativity and entrepreneurship: DBA experience in Slovenia** **Gregor Veselko, Executive Director, DBA Group S.p.A.**

11.55 **Growing through acquisitions, the case of Generali Slovenia** **Mitja Feri, Member of Management Board, Generali Slovenia**

12.05 **GoOpti: sustainable mobility goes to Italy** **Tomaž Lorenzetti, Co-Founder, Go Opti**

12.25 **Life after plastics** **Luca Di Mucci, CEO, NewPack**

12.40 **Opportunities for growth companies** **Alessandro Pontoglio, Member of Management Board, Unicredit Bank, Slovenia**

12.50 **Q&A**

13.20 **Conclusion and closing remarks** **Jadran Lenarčič, Director, Jožef Stefan Institute**  
**Jurij Giacomelli, President, Italian-Slovenian Forum**

### 13.30 **Lunch and Networking**

## Keynote speakers

**Massimo Iosa Ghini** (born June 18, 1959) is an Italian architect, designer and professor known for pioneering the Bolidist Movement, and for his involvement with the Memphis Group featuring others



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architects including Ettore Sottsass, Michael Graves. Iosa Ghini is known for his streamlined and organic designs, and is praised for his “visionary ability to blend disciplines, forms and dimensions crossing boundaries in art, design, and architecture.”[1] He has worked prolifically throughout the world and has designed a large collection of furniture that mirrors the futuristic designs of his architectural work.

In 1990 he started the Iosa Ghini Associati (Associates) Firm which today operates out of Milan, Bologna, Moscow and Miami.

(Sources: Wikipedia and Iosa Ghini Associati home



**Andrea Di Anselmo**, Co-Founder and Vice President of META Group has 25 years of experience in innovation and startup support, gained by participating to international projects and influencing strategic addresses as member of the BoD of intermediary organizations, research institutes, Business Angels Networks and SMEs. He serves at the Board of Directors of META Ventures.

He is the Vice President of INSME, the International Association of SMEs and, among others, a member of the Network “Friends of JSI».

(Source. Own curriculum)



**Roberto Siagri, PhD** serves as the Chairman, Chief Executive Officer and President of Eurotech SpA and has been its Vice Chairman since May 3, 2017. Dr. Siagri served as the Chairman of Eurotech SpA until May 3, 2017. He serves as President of E-tech Inc. and E-tech Ltd. and as Chairman of the Board of Eurotech Finland Oy. He also serves as Director of Advanet Inc.

Dr. Siagri has been a Director of Eurotech SpA since September 30, 1992. He serves as a Director of Parvus Corporation, EthLab Srl, Applied Data System Inc., Eurotech France, IPS s.r.l., Delos s.r.l., Nice Spa, Advanet Inc., U.T.R.I. SpA. and Nextra Gen Srl. Dr. Siagri served as Independent

Director of Nice SpA. (Sources: [il Friuli.it](#); Bloomberg)



**Prof. Jadran Lenarčič, Ph.D.** (1955), director of Jozef Stefan Institute, received B.Sc., M.Sc., and Ph.D. degrees from the Faculty of Electrical Engineering, University of Ljubljana, Slovenia, in 1979, 1981, and in 1986, respectively. He has been appointed by the J. Stefan Institute, Ljubljana, since 1979. He also holds a professorship at the Faculty of Electrical Engineering, University of Ljubljana, since 1988. J. Lenarčič is the initiator and chairman of Advances in Robot Kinematics. ARK is a series of international symposia, the first was organized in

1988 in Ljubljana (Slovenia) and the last in 2016 in Nice (France). Many new discoveries in this area were first reported in ARKs. (Source: IJS)

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