



## **The World of AI: Actually, Italian**

**EMTECH DIGITAL 2018**

**Luncheon Panel**

**March 27, 2018**

**1:00 PM**

**Mainstage Gallery Ballroom**

**2nd floor**

**St. Regis Hotel**

**125 Third Street**

**San Francisco, CA 94103**



## Why are we here?

In order to highlight the potential of an enhanced R&D and trade relationship between Italy and the USA with regards to Artificial Intelligence (AI), the Italian Trade Agency has partnered this year with the Italian Association for Artificial Intelligence (AI\*IA) and the Massachusetts Institute of Technology's Technology Review Magazine, the oldest and most established educational media provider in the United States, to create a special event at EmTech Digital 2018.

Leading experts in the areas of technology, engineering, academic, startup, and management communities participating in the Conference will be exposed to crucial insights into the ecosystem of Italian AI R&D innovations coming out of Italy that will contribute to shaping global business. Indeed, practitioners from the Agency and AIIA will provide an insider's point of view on policies, opportunities and challenges.

## Italian Market for AI

According to the report by Accenture, a consulting firm, the value added by AI to Italy's GDP is expected to reach 227 USD billion by 2035. These results will be primarily driven by the country's ability to diffuse technological innovations into its wider economic infrastructure.

Currently, the sectors which are seeing the largest number of projects in terms of AI development are finance, banking and insurance services (17%), automotive (17%), energy (13%), logistics (10%) and telecommunications (10%).

Results from the Accenture and Frontier Economics 2016 study illustrate how Italy is expected to have an elevated baseline of AI development which will allow it to transcend regional and structural disparities, enabling huge, rapid leaps in labor productivity in the decades to come. This outcome will play a crucial part in maintaining productivity inspite of the country's negative annual birth rate and aging labor force.

## Italian Trade Agency - ITA



### ITALIAN TRADE AGENCY

The ITA - Italian Trade Agency is the government organization that promotes the internationalization of Italian companies, in line with the strategies of the Ministry of Economic Development. The ITA provides information, support and advice to Italian and foreign companies. In addition to its Rome headquarters, ITA operates worldwide from a large network of offices linked to Italian embassies and consulates. The Agency has five offices in the US. [www.sitoeng.ice.it](http://www.sitoeng.ice.it)

## Italian Association for Artificial Intelligence



The Italian Association for Artificial Intelligence ( AI \* IA) is a non-profit scientific association, founded in 1988, to the aim of promoting the research and the dissemination of Artificial Intelligence techniques.

The Association aims at increasing the knowledge of Artificial Intelligence, encouraging its teaching and promoting theoretical and operational research in the field through seminars, targeted initiatives and sponsorship of events.

The association has seven working groups focused on specific topics: agent and multi-agent systems, artificial intelligence and aging, artificial intelligence for cultural heritage, robotics, machine learning and data mining, knowledge representation and automated reasoning, natural language processing, argumentation technology.

Becoming a member of the Italian Association for Artificial Intelligence entails significant advantages and benefits. For membership and additional information on the association, go to <http://aixiasub.appspot.com>

## ITA 2018 featured initiative

# INNOVATION DAYS 2018

A primary component of the Italian Trade Agency's Special Technology Project, the Innovation Days program is divided into five sector initiatives. They will take place within their respective cluster bases in the United States, between June 2018 and January 2019, which will include both on-site visits, business meetings and workshops on advanced technologies.

## Project overview and objectives

- I. Facilitate entry into the US market for Italian companies to create new business opportunities while assisting those Italian companies who are already present, providing them access to collateral targeting and promotional tools
- II. Increase the number of partnerships between Italian companies, universities and research centers with their local US counterparts
- III. Facilitate access to financial resources for Italian companies in order to stimulate investments in new technologies
- IV. Create information sharing networks amongst Italian US based subsidiaries to encourage continued investment in local economies
- V. Facilitate investments by Italian US based subsidiaries in developing and /or enhancing their technical assistance and commercial networks
- VI. Media outreach activities to promote local awareness of "Made in Italy" products
- VII. Providing technical training and advanced career opportunities to new graduates in related engineering fields

The program is being implemented between 2018-2019, and organized by the Italian Trade Agency to promote Italy as a leading technology and system integrator in the United States.



**Detroit & Chicago**  
Automotive, Advanced  
Manufacturing and  
Robotics  
**June 2018**



**San Francisco**  
Startups  
**October 2018**



**Houston**  
Aerospace  
**November 2018**



**Orlando**  
Renewable Energy  
**December 2018**



**San Francisco**  
Biotechnologies &  
Life Sciences  
**January 2019**



**Washington DC**  
Bilateral & Institutional  
**TBD**

## Italy's National Industry 4.0 Plan



Innovation is a great opportunity. Thanks to the National Industry 4.0 Plan Italy-based companies can now choose from a wide range of measures to help them win the challenge set by the digital revolution.

The Plan is an opportunity

- for a smart and innovative industry
- for an even more competitive Made in Italy
- to be future ready

### Key points

- a public investment of about 20 billion euros
- a super and hyper amortisation of 140% and 250%
- a 50% tax credit on R&D investments

### A smart choice for innovative startups

Italy provides to US startups a favorable environment for the establishment and development of innovative companies.

Thanks to recent legislation, Italy now can offer additional public support to entrepreneurs from around the world who want to establish themselves in the country, allowing them to draw upon new tools and assistance programs which can have a favorable impact on a company's life cycle - from its launch to becoming an established commercial business.

Italy has now extended tax-exemption incentives allowing a company's activities to reap additional savings and benefits, while extensively increasing the amount of investments for seed funding and venture capital activities.

For more information on what Italy now offers companies and startups go to:

<https://bit.ly/2GdCc9c> and for its National Industry 4.0 Plan go to <https://bit.ly/2IGZiTM>

## Contact Us

For inquires or questions on the Italian market for artificial intelligence, contact the following office.

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For information or inquires regarding the Agency's Detroit - Chicago Innovation Day 2018 event, contact the following office.

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*Ministero dello Sviluppo Economico*



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Artificiale