

# Agenda

July 28 2015

Open Seminar h9.30 - 17.00

Social Dinner h20.00

Location: Serragiumenta Castle

9.30

**Welcome** by ARTES, UNIVERSITY of CALABRIA, and CONFINDUSTRIA BARI-BAT, Italy

9.45

**Welcome** by the institutional representatives from the regional government and the municipalities

## *MORNING SESSION*

Coordinated by: Roberto Algarra, Director of European Programmes at IVACE - Institute for Industrial Competitiveness of Valencia, Spain

10.00

*Introduction to SUSTEXNET project and preliminary results*

**Presentation of SUSTEXNET project and partnership** by Oscar Calvo, Technical Coordinator for R&D projects at AITEX - Textile Industry Research Association, Spain

**Competitive models in the Mediterranean: a comparative analysis of the T&C system in Egypt, Italy, Spain and Tunisia** by Lilia Infelise, President and Founder of ARTES, Italy

10.40

*A model of sustainable competitiveness in the Mediterranean: Research*

**A sectorial approach to benchmarking and energy efficiency promotion towards SMEs: the experience of EM2M in Italy** by Pietro de Sabbata, Technical Director of Cross-Tec Laboratory and Marco Zambelli, Researcher, ENEA, Italy

11.00

**Coffee break**

11.15

*A model of sustainable competitiveness in the Mediterranean: Companies*

**Beyond certifications and sustainability indicators, a frontier model at the service of the textile industry: Tintoria Emiliana** by Erasmo Cassinelli, Responsible of Laboratory and Liliana Lodi, Owner of Tintoria Emiliana, Italy

**Lanificio Leo: tradition as engine for innovation** by Emilio Salvatore Leo, Administrator and Creative Director of Lanificio Leo, Italy

**The GOEL group: the ethics of competitive efficiency** by Vincenzo Linarello, President of Cangiani, Italy

**The productive chain of fashion industry: how to reduce the environmental impact of transport and logistics** by Luigi Battezzati, Professor at Carlo Cattaneo University LIUC and Collaborator of CONFINDUSTRIA BARI-BAT, Italy



12.30

**Debate**

13.30

**Brunch**

*AFTERNOON SESSION*

Coordinated by: Walter Contento, Director General of CONFINDUSTRIA BARI- BAT, Italy

14.30

**Innovation and growth in Southern Italy: T&C sector** by Olivia Ferrara, Researcher at SRM - Studies and Research on Mezzogiorno, Italy

14.50

**The relationship between industry and craftsmanship: the Calabria case study** by Emilio Sergio, Professor at UNIVERSITY of CALABRIA, Italy

15.10

*Round Table*

**A crossed glance from the key Mediterranean players**

Coordinated by: Lilia Infelise, President of ARTES, Italy

16.20

**Coffee break**

16.35

**Seminar conclusions**

20.00

*SOCIAL DINNER AT SERRAGIUMENTA CASTLE*

