

IPMED Genoa Study Visit report

On the 13th and 14th of December 2022 three foreign delegations arrived to Genoa (Italy) for a study visit organized in the framework of IPMED project by FILSE Spa, host and Italian partner. Guests and students for the occasion, representatives of the project partners from Greece **Thessaloniki Chamber of Commerce and Industry**, **Chamber of Commerce and Industry of Tunis** from Tunisia and the Jordan lead partner **Jordan Enterprise Development Corporation**, along with some interested stakeholder from their territories.

The main purpose of the cross – border study visit in Genoa was to get familiar with the local procedures and good practices in IP framework, offering the opportunity to learn on site how significant organizations of the innovation ecosystem of Genoa/Liguria Region are involved in processes of research results' valorization, start-ups' supporting, patents management and intellectual rights protection.



The first day of the study started at FILSE headquarters, facing Piazza De Ferrari which is the most iconic square in the very city center of Genoa. Right after the registration of all the participants and a quick welcome coffee hosted in FILSE conference room, the meeting started with an institutional welcome from **Andrea Benveduti**, the Economic Development Councilor of Liguria Region, who could not join the meeting in presence.



Vice General Director of FILSE SPA **Maria Nives Riggio** took the floor to present the tight agenda of the two working days and a general overview of the several fields of activity managed by FILSE, as part of the regional governance ecosystem.



Among the foreigner sat other relevant local stakeholders, gathered for the following round table. After a round of introductions, the first speaker was **Marco Rolandi**, INTERREG coordinator of Ligurian Region who presented the regional Smart Specialization Strategy approach, the updating process and the lessons learnt from the last S3 period.

Right after him, RAISE program manager **Cristina Battaglia** had the floor to talk about the RAISE Innovation Ecosystem - Robotics and AI for Socio-economic Empowerment. The project has been financed by PNRR which is the National Plan for Resilience and Recovery, approved by the Italian Government in 2021 right after the end of Covid-19 pandemic. Goal of the project is to support the development of a site specific (Liguria) innovation ecosystem based on robotics and scientific domains, in order to improve people's living conditions, the inclusiveness of urban environments and the sustainable development of port economy with a strong focus on the occupational safety issues.



The following speech addressed another public financed project and was held by **Giacomo Pepe Benedetti** from START 4.0, one of the 8 competence centers co-financed by the Italian Ministry of Economic Development as part of the National Industry 4.0 Plan.

Fabio Lavagetto, Full Professor at Genova University DITEN (Naval Engineering, Electric, Electronics and Telecommunications Department) ended the meeting with a presentation of the Technology Transfer activities and strategy of the university.



The **IPMED** delegation took off to reach the following venue and meet with the representatives of the two regional Chambers of Commerce, Industry, Handicraft, Agriculture (CCIAA): CCIAA Genova and CCIAA Riviera di Liguria.

The meeting was held at the historic headquarters of CCIAA Genova, the UNESCO heritage building Palazzo Tobia Pallavicino; here the head of Innovation Department **Paola Carbone** presented all their activities related to intellectual property management and patenting.



A real onsite experience about spin off projects and technology transfer at academic level took place at Università di Genova, where the IPMED delegation met the associated professors **Elena Grasselli** (DISTAV Department) and **Raffaella Boggia** (DIFAR Department).



The presentation of Genoa University activities with startups and spinoffs proceeded with the Full Professor **Patrizia Perego** at SOLVE (SOLid-Liquid multiVariable Extractor) lab at DICCA Department, to talk about the patenting process of this innovative extraction technique.

As the final stop of the first day, the delegation visited the Genoa Aquarium, one of the most visited and renown landmark of the city. Here the ICT Corporate Advisor of Costa Edutainment, **Filippo Costa**, presented the call for solutions “Edutainment 4 Future” launched in partnership with DPIXEL, venture incubator of the Sella Group, which aimed to find new edutainment solutions and support them at any development stage. In particular, the focus of the presentation was the IP agreement in the regulations of the call, clarifying parties rights and possible commercial use deals.



The scheduled activities for the second day of the study visit took place in the Genova Campi area, a few minutes far from the narrow alleys of the city center. Taking advantage of wider construction sites, many industrial and manufacturing enterprises built here their business and headquarters. One more reason (or outcome), the proximity to other contractors and partners firms that lead to the growth of an effective industrial network.

Here is located the BIC Incubator of FILSE, a post-industrial structure within which a great deal of innovative enterprises and startups took their first steps in the market. Among the many activities pursued by FILSE as the financial body of Liguria Region, supporting aspiring and new entrepreneurs and helping business ideas become enterprises is one of the most challenging and rewarding.



The welcome presentation held by FILSE Vice General Director **Maria Nives Riggio** along with FILSE Incubator Manager **Pietro De Martino** highlighted the results and, on the services, available for the incubated enterprises. Another area of interest identifying the very same business incubator focus consists in the EU projects managed by FILSE, all driven to the support of the regional economic environment.

Following the host speech, the delegation had the opportunity to meet the SMEs Smartmicrooptics, Swhard and React4Life settled in Genoa Incubator and learn about their experience on patenting their core business products. **Andrea Antonini** from Smartmicrooptics also showcased their patented microlens technology to the very interested guests.



The closest enterprise to the BIC Incubator is the adjacent SIIT - Ligurian Technological District on Integrated Intelligent Systems, a non-profit consortium company where the IPMED delegation made the next stop.



Established in Genoa in 2005, SIIT is part of a larger integrated system between large industry, small and medium-sized enterprises, the University of Genoa, Liguria Region, FILSE, the Ministry of Economy and the Ministry of University and Scientific Research and many others. Its main purpose is to promote and foster the competitiveness of the production areas and sectors of interest in the territory, with particular attention to the development of industrial research and technology transfer activities.

Currently SIIT consortium is made up of 80 SMEs and the IPMED delegation could actually meet some of them. After a brief presentation about the organization and purpose of SIIT, the responsible for the management **Pier Luigi Naso Rappis** introduced to the guests **Giorgio Allasia** from FOS spa, **Giulia Barbagelata** from STAM, Sandro Scarrone from CETENA and **Francesco Rebora** of Exis Engineering Solutions.



The networking lunch between the Italian working groups members and IPMED partners delegation (activity 4.3.1) was organized in the hall of BIC Incubator.



For the occasion many entrepreneurs and stakeholders from SIIT and the following stop of the study visits, the IIT (Italian Institute of Technology).



IIT Intellectual Property Manager **Lorenzo Rossi** presented the public financed Foundation to the IPMED delegation, whose main goal is the promotion of excellence in basic and applied research along with promoting the development of the national economy.

With more than 400 active projects, 1254 patents and 11 smaller branches, IIT is the main research hub in Italy. The foundation headquarters are nearby the BIC Incubator and a major stakeholder in the Genovese innovation network.



After the presentation regarding the technology transfer activities of IIT, the visiting IPMED group could visit some of the labs and experience first-hand the innovation solutions that are being developed by the research teams of Plant Robot and Smartmaterials.



The program of IPMED study visit included a visit to START 4.0 Competence Center, as the final stop of the second day. START 4.0 is an association established in 2019 involving 6 public entities (CNR, IIT Foundation, Port System Authority of the Western Ligurian Sea, Port System Authority of the Eastern Ligurian Sea, INAIL and the Chamber di Commercio di Genova) and 33 companies.



Giacomo Pepe Benedetti followed up his presentation to focus more on the technology and on the innovative solutions hosted at their headquarters for many purposes such as

digitalization training for SMEs and bigger companies. The IPMED group eventually had the chance to test some of the virtual reality visors.



The Genoa Study Visit offered an on-site overview of the IP solutions adopted by the broader FILSE innovation network, thanks to the cooperation of all the stakeholders involved.

PARTICIPANTS LIST

13/12/2022 - PARTNERS' AND STAKEHOLDERS' DELEGATIONS

Name	Surname	Role	Organization	country
MUTEA	SOLAIMAN GHENEMAT	Project Coordinator	JEDCO	Jordan
MANAL	ZA'AL SOUB	IPMED Key Stakeholder	MIT Jordan	Jordan
Elham	Abu Nijem		JEDCO	Jordan
MOUAKHAR	MOUNIR	President	Chamber of Commerce and Industry of Tunis	Tunisia
MAKKI	DALENDIA	Central director	Chamber of Commerce and Industry of Tunis	Tunisia
KHELIFI	MANEL	Deputy director	ministry of trade and export development	Tunisia
H'SINI	MOHAMED SOUHAIB	General manager	Chamber of Commerce and Industry of Tunis	Tunisia
ABDELLI	CHEDLY	General manager	National Agency for the Promotion of Scientific Research	Tunisia

Konstantinos	Moraitidis	Responsible for Companies' Consulting of the Administrative Committee	TCCI	Greece
Antonios	Boumpoulas	TCCI's project coordinator	TCCI	Greece
Stavroula	Angelidou	TCCI's project staff member	TCCI	Greece
Emmanouil	Chatzigiannis	IPMED Key Stakeholder	I4byDesign	Greece
Mohamed	Wuhib	Consul	Tunisia Embassy	Tunisia

13/12/2022 - Staff partner FILSE

Name	Surname	Role	Organization	country
Maria Nives	Riggio	Vice Director and general manager of the "start up, innovation, incubation and EU projects area"	FILSE	Italy
Pietro	De Martino	EU project Coordinator and Incubator Manager	FILSE	Italy
Valeria	Rainisio	EU project manager	FILSE	Italy
Silvia	Pedemonte	Business analyst and project manager	FILSE	Italy

13/12/2022 - Italian stakeholders / speakers

Name	Surname	Role	Organization	country
Andrea	Benveduti	Economic Development Councilor	Regione Liguria	Italy
Marco	Rolandi	INTERREG coordinator	Regione Liguria	Italy
Fabio	Lavagetto	Full Professor	Genova University	Italy
Cristina	Battaglia	program manager	RAISE	Italy
Giacomo Pepe	Benedetti		START 4.0	Italy

13/12/2022 - Labs visits organizers

Name	Surname	Role	Organization	country
Paola	Carbone	Responsible IP services	CCIAA Genova	Italy
Elena	Grasselli	Associated Professor	Genova University - DISTAV	Italy
Marco	Giovine	Associated Professor (expert in IP)	Genova University - Centro del mare	Italy
Raffaella	Boggia	Associated Professor	Genova University - DIFAR	Italy

Margherita	Pettinato	Researcher	Genova University - DICCA	Italy
Pier Francesco	Ferrari	Researcher	Genova University - DICCA	Italy
Filippo	Costa	ICT Corporate Advisor	Costa Edutainments	Italy

13/12/2022 - Networking lunch

Name	Surname	Role	Organization	country
Filippo	Ferroni	Provider	METROCONSULT	Italy
Matteo	Rossi	Provider	Studio Arbo	Italy
Pier Giuseppe	Nasorappis	SME	SIIT	Italy
Lucio	Barbucci	SME	Cetena	Italy
Francesco	Masulli	SME	Cetena	Italy
Ali	Varastech	SME	Cetena	Italy
Francesco	Rebora	SME	Exis	Italy
Francesco	Vallarino	SME	Exis	Italy
Roberto	Linfante	SME	GABRI srl	Italy
Elham	Abu Nijem		JEDCO	Jordan
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Federico	La Torre	Project Communication manager	FILSE	Italy
Fernando	Trivino	Administrative technical assistance	FILSE	Italy
Cecilia	Sola	Technical assistance	FILSE	Italy

Ilaria	Molinelli	EU Financial manager	FILSE	Italy
KHELIFI	MANEL	Deputy director	ministry of trade and export development	Tunisia
MAKKI	DALEND	Central director	Chamber of Commerce and Industry of Tunis	Tunisia
MANAL	ZA'AL SOUB	IPMED Key Stakeholder	MIT Jordan	Jordan

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Silvia	Pedemonte	Business analyst and project manager	FILSE	Italy
Federico	La Torre	Project Communication manager	FILSE	Italy
Fernando	Trivino	Administrative technical assistance	FILSE	Italy
Cecilia	Sola	Technical assistance	FILSE	Italy
Ilaria	Molinelli	EU Financial manager	FILSE	Italy

14/12/2022 - Labs visits at BIC INCUBATOR

Name	Surname	Role	Organization	country
Paolo	Dondero	Vist FILSE Incubator START up	Swhard	Italy
Andrea	Antonini	Vist FILSE Incubator START up	SMO	Italy
Silvia	Scaglione	Vist FILSE Incubator START up	React 4 life	Italy
Maurizio	Aiello	Vist FILSE Incubator START up	Blu Energy	Italy
Paolo	Dondero	Vist FILSE Incubator START up	Swhard	Italy

14/12/2022 - Labs visits at SIIT – IIT – START4.0

Name	Surname	Role	Organization	country
Pier Giuseppe	Nasorappis	Visit SIIT	SIIT	Italy
Giorgio	Allasia	Visit SIIT	FOS	Italy
Federico	Boero	Visit SIIT	FOS	Italy
Lucio	Barbucci	Visit SIIT	Cetena	Italy
Francesco	Masulli	Visit SIIT	Cetena	Italy
Ali	Varastech	Visit SIIT	Cetena	Italy
Massimo	Massa	Visit SIIT	Aitek	Italy

Francesco	Rebora	Visit SIIT	Exis	Italy
Francesco	Vallarino	Visit SIIT	Exis	Italy
Giulia	Barbagelata	Visit SIIT	STAM	Italy
Roberto	Linfante	Visit SIIT	GABRI srl	Italy
Davide	Carbonaro	Visit SIIT	Vega Research	Italy
Stefano	Rovetta	Visit SIIT	Vega Research	Italy
Valentina	Polini	Visit IIT	IIT	Italy
Gioele	Lecquio	Visit IIT	IIT	Italy
Lorenzo	Rossi	Visit IIT	IIT	Italy
Roberta	De Donatis	Visit START4.0	START 4.0	Italy
Luca	Bozzo	Visit START4.0	START 4.0	Italy
Giacomo Pepe	Benedetti	Visit START4.0	START 4.0	Italy