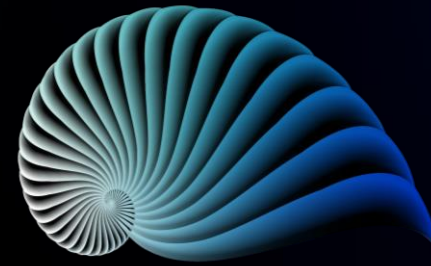


COMO 20
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THE GREAT CHALLENGE

15-16-17-18 OCTOBER 2024

VILLA ERBA | CERNOBBIO - COMO

PAST EDITION COMOLAKE2023: www.comolake2023.com and https://www.youtube.com/watch?v=k_rgE9q8Meo

The first 2023 edition registered the significant presence of government representatives, starting with Prime Minister Giorgia Meloni and Minister Giancarlo Giorgetti, who kicked off the proceedings (in the first case with a pre-recorded video, in the second case with a live intervention from the MEF).

Nine ministers participated in the work, including five ministers in attendance and four ministers remotely, and three chairmen of parliamentary committees.

In the concluding session, Senate President Ignazio La Russa spoke in attendance.

In addition, 4 foreign ministers with digital delegation from as many European countries and, from the EU, 3 European Commissioners and 3 DGs spoke.

THE PURPOSE OF THE CONFERENCE: www.comolakeconferences.com

The founding objective of the Conference is to ensure an important opportunity for international discussion, which has not been present until now, on the major strategic issues of digitisation and the digital transformation of the economy and society, looking at two requirements:

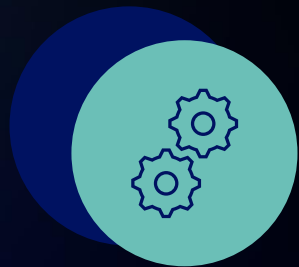
- Position Italy as one of the leading players in the international debate on digitisation, highlighting how aligned the country is with the regulatory and market processes in the EU.
- To favour and strengthen a relationship of virtuous collaboration between the Italian business world (national and multinational companies operating in our country) and the wealth of research offered by Italian universities.

COMOLAKE 2024 - THE GREAT CHALLENGE: <https://www.youtube.com/watch?v=7--E4-3MvNk&t=4s>

The International Conference will take place from 15 to 18 October 2024 at the Villa Erba International Exhibition and Congress Centre in Cernobbio, on Lake Como. Created to contribute to the debate on the digital policies of today and tomorrow, ComoLake2024 this year presents a meeting point for institutions, companies, and universities involved and interested in the new paradigms of economic growth in Italy and the Euro-Mediterranean area as a whole in a multipolar global context.

Four days of debate are planned, divided into 7 thematic areas, with 28 working groups and over 160 speakers from all over the world, representing Governments, Parliaments, the European Commission, Regulatory Authorities, International Bodies and Agencies, Companies, Universities, Experts, Consumers, and Media.

SCHEDULED SESSIONS



**ARTIFICIAL
INTELLIGENCE**



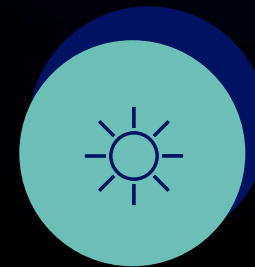
**BANKING AND
FINTECH**



**PUBLIC
ADMINISTRATIONS**



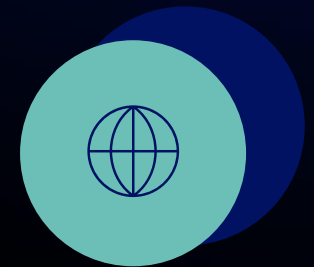
**DIGITAL
HEALTH**



**ENERGY AND
SUSTAINABILITY**



**MOBILITY AND
TRANSPORT**



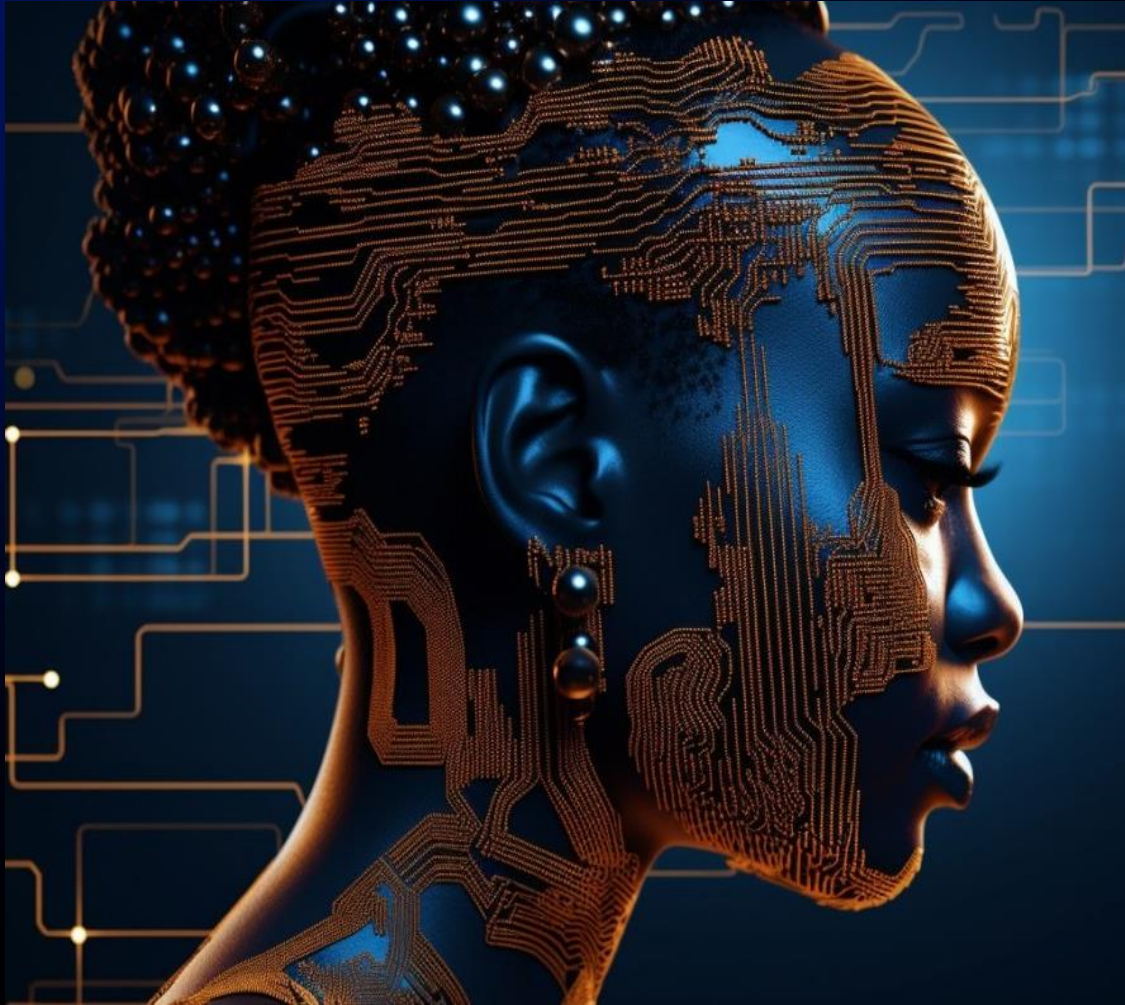
**NETWORKS AND
INFRASTRUCTURES**

120 National and International Speakers

over **1500** requests for participation

over **1200** attendance of selected guests

over **1500** on-line participants



This year at "ComoLake 2024" experts from all over the world will come together to discuss the new paradigms of digital policies and innovation at global level and in the Euro-Mediterranean area, in a confrontational context, whose guest of honour will be Africa.

The choice stems from two considerations.

- The first is the presence of the Mattei Plan, the strategic project for development cooperation and investment, desired by Italy to strengthen and renew Euro-Mediterranean ties with the African continent, which involves 9 countries with a prevailing focus on energy, infrastructure, water, agriculture, health, education and training.
- The second concerns the relevant profile of the continent that has the highest number of countries and the lowest average age on the entire planet, with a propensity for economic growth supported by agencies and international finance. ComoLake2024 will see the participation of an authoritative component of representatives of African institutions, companies and universities and of experts and analysts who will discuss the new paradigms of digital policies and innovation at a global level and in the Euro-Mediterranean area.

NEXT GENERATION

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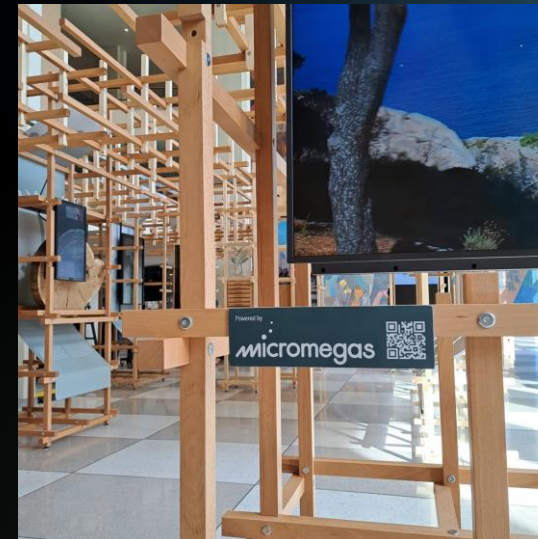
Two side events dedicated to Italian students with guests and young influencers.



CUFAA | ITALIAN BIODIVERSITY KEEPERS

As part of the environmental diplomacy initiatives aimed at promoting Italy's commitment to environmental protection, the Carabinieri Corps, through the Comando Unità Forestali, Ambientali e Agroalimentari Carabinieri (CUFA), is organising an exhibition on the activities of this Command to be held in New York from 8 to 18 May 2023 at the United Nations Secretariat Building, under the coordination of the Permanent Representation of Italy to the United Nations, in collaboration with the Italian Air Force, Leonardo and Telespazio. The exhibition recounts the centuries-old commitment of the Carabinieri Corps to the protection and conservation of nature and highlights, in particular, the CUFA's commitment to the protection and conservation of biodiversity. Through an ideal journey through Italy's extraordinary natural environments, it is also possible to discover its most remote secrets and appreciate the commitment and skills introduced by the Carabinieri in defence of our country's precious natural treasures. The idea behind the installation is to take the visitor inside an ideal forest.

A conceptual forest summarising all the facets and extraordinary places that must be guarded and preserved. It is a dynamic exhibition that takes the visitor on an ideal journey through Italy's extraordinary natural environments, where it is possible to get to know even their most remote secrets and appreciate the commitment and expertise deployed by the Carabinieri in defence of the country's precious natural treasures. Translated with DeepL.com (free version)



SIDE EVENTS

GALA EVENINGS

Numerous side events are planned.
The first are the two Gala Evenings.

- The **first Gala Evening**, Tech4Africa, will be held on the evening of 16 October and will be dedicated to Africa and international cooperation in its favour, with guests from institutions and companies.
- The **second Gala Evening** will be held on the evening of 17 October, during which the 'Comolake Awards' will be presented. Both will be housed in the Villa Antica of the Villa Erba complex.

GALA EVENING
DEDICATED
TO AFRICA



CLOSING EVENING
&
AWARD CEREMONY
"ComoLake Award"

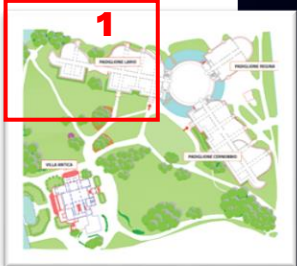
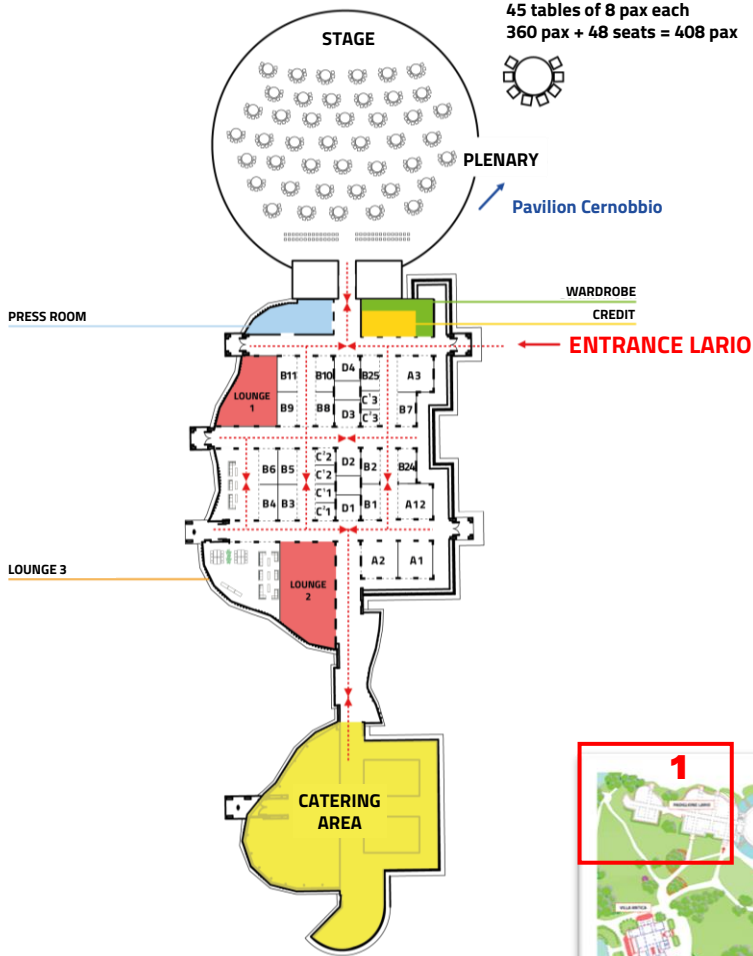


VILLA ERBA FLOOR PLAN (MAP)

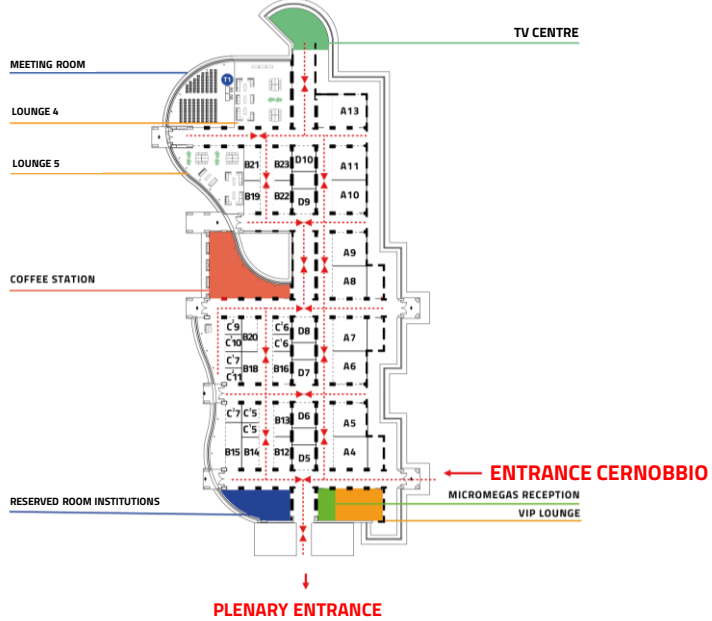
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PAVILION LARIO



PAVILION CERNOBBIO



- 1 – Pavilion Lario
- 2 – Pavilion Cernobbio
- 3 – Pavilion Regina

ACTIVITIES WITH SCHOOLS

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There will be four side events focusing on the world of education and taking place in parallel to the conference.

- The **first** is intended for environmental diplomacy initiatives to promote Italy's commitment to environmental protection. The Carabinieri Corps, through the Comando Unità Forestali, Ambientali e Agroalimentari Carabinieri (CUFAA), replicated an exhibition on the activities of this Command that was held in New York from 8 to 18 May 2023 at the United Nations Secretariat Building, under the coordination of the Permanent Representation of Italy to the United Nations, in collaboration with the Italian Air Force, Leonardo and Telespazio.

The exhibition recounts the centuries-old commitment of the Carabinieri Corps to the protection and conservation of nature and highlights, in particular, the CUFA's commitment to the protection and conservation of biodiversity. Through an imaginary journey through Italy's extraordinary natural environments, it is also possible to discover its most remote secrets and appreciate the commitment and skills introduced by the Carabinieri in defence of our country's precious natural treasures.

The idea behind the installation is to take the visitor inside an interactive replication of a forest. A conceptual forest that summarises the characters of all the facets and extraordinary places that must be preserved and preserved. It is a dynamic exhibition that takes the visitor on an imaginary journey through Italy's extraordinary natural environments, where it is possible to get to know even their most remote secrets and appreciate the commitment and expertise deployed by the Carabinieri in defence of the country's precious natural treasures.

- The **second** intended for primary schools (4 teaching circles, of which 3 in Como and 1 in Cernobbio) will be the presentation of the new Geronimo Stilton book that will be published just a few days before the Conference. Geronimo Stilton will also be present.
- The **third** will be aimed at secondary schools and will consist of a two-hour show focusing on the conscious use of the web, a true manifesto on Digital Hygiene, with the postal police, hackers, educators, psychologists, technologists, and young influencers. The event will have a large representation of Como schools in the audience, but will be streamed live on the RaiNews24 website and on the Skuola.net portal.
- The **fourth** will consist of an initiative by MOIGE (Movimento Italiano Genitori), which will be manning a school for each of the four days of the conference with its camper van and a staff of two psychologists and an educator, offering students, parents and teachers assistance and advice on the major issues of cyberbullying.

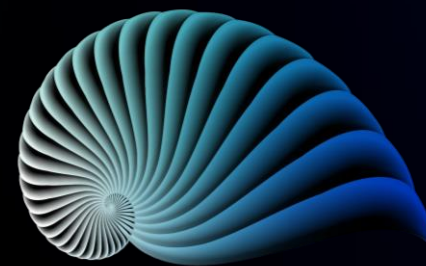
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EXPO CONFERENCE - 2^a EDIZIONE

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