

Calolziocorte, October the 15th 2013

Our Company, represented by our President Walter Fontana, has been invited and will take part in the 3DExperience Forum organized by Dassault Systèmes which is taking place today at the prestigious technology park “Kilometro Rosso” in Bergamo.

Subject of this Forum will be the change of the perspective laws of product in the new Experience Economy, the presentation of the 3DExperience as a business platform to create value and innovation.

The conference will include a Roundtable related to **“Recovery and economy of experience”** in which will take part some of the most representative Companies of the ITALIAN EXCELLENCES.

Fontana Group will be there as one of the most prestigious entity of the Italian industry.



Plenary Session

09:00 *Registrations.*

10:00 **Opening**
Guido Porro, Dassault Systèmes

From Piero to Pablo. Change the perspective laws of product in the new Experience Economy.

10:15 *Carlo Alberto Carnevale Maffè, professor by Università SDA Bocconi, expert in Strategic Management and Corporate Internationalization*

10:40 **3DEXPERIENCE: the Business Platform to create value and innovation**
Guido Porro, Dassault Systèmes

11:10 **3DEXPERIENCE in action: High Touch Body & Soul**
Marcello Ferrero, Dassault Systèmes

11:55 *Coffee Break - Exhibition area Agora*

12:10 **ROUNDTABLE : Recovery and economy of experience. The Italian Excellences**
*Marco Rossi, **Barilla** - Rinaldo Santagostino, **Bulgari gioielli** - Walter Fontana, **Fontana Group** - Massimo Crozzoli, **Maschio Gaspardo** - Roberto Corradini, **Luxottica**- Filippo Ligresti, **Dell***