

# PromethEUs DIGITAL TALK

## COVID-19: A GAME-CHANGER TOWARD DIGITAL TRANSFORMATION?

### Best Practices and Experiences from Southern-Europe

Google Meet, 26 May 2020, 9:30 – 11:00 CEST

**9:20** PARTICIPANTS TO CONNECT

**9:30** OPENING

**Stefano DA EMPOLI**, President, I-Com

**9:40** DIGITAL TRANSFORMATION IN PRACTICE – BEST PRACTICES AND MAIN BARRIERS

**Julio VILLALOBOS**, Corporate Director & Chief Digital Officer, ESADE Business & Law School  
**João CASTRO**, Head of Digital Experience Lab and Professor, Nova School of Business and Economics

**Luca MANUELLI**, President, National Technological Cluster 'Fabbrica Intelligente'

**Giorgia ABELTINO**, Director Government Affairs and Public Policy South Europe, Google

**Konstantinos CHAMBIDIS**, Chief of Staff, Greek Ministry of State and Digital Governance

**MODERATION** by **Aggelos TSAKANIKAS**, Scientific Advisor, IOBE – Foundation for Economic & Industrial Research

**10:20** Q&A WITH PARTICIPANTS

**10:50** CLOSING REMARKS

**Gian Paolo MANZELLA**, Undersecretary of State, Italian Ministry of Economic Development

**Maria-Manuel LEITÃO-MARQUES**, Vice-Chair, IMCO Committee, European Parliament