



ROMA



Encouraging and developing joint R&D activities between Italy and China

鼓励并发展中意联合研发活动

China-Italy Projects
Matchmaking Session



中意项目媒介培训课程

Supporting Innovation through Thematic Clusters:
Roundtable on Innovation and Smart City Projects from
Companies and Universities of Rome

Eng. Gianluca Fabbri, PhD², 博士²

12 April 2019 Rome



Roundtable on Innovation and Smart City Projects from Companies and Universities of Rome

Chairman: Gianluca Fabbri

Welcoming

10h 00 *"The IUC Project"*, Mavis Zhang

10h 10 Flavia Marzano - Smart City Councillor of Rome

10h 20 Hou Gang Vice Mayor, Liuzhou Municipal Government

Presentation of SMEs and Projects of Rome

10h 30 *"R&D Innovation Projects from the Smart City Cluster in Rome: Smart agriculture, Smart tourism, Smart building, Smart Health"*, Gianluca Fabbri - Cluster Manager

10h 38 *"The New Convention Bureau of Rome and Lazio – The Smart Mice Platform project"*, Stefano Fiori, Vice President Convention Bureau of Rome and Lazio

10h 46 *"Art and Artificial Intelligence: when humanities meet science and technology"*, Alfredo Adamo, ALAN ADVANTAGE

10h 54 *"Vento d'Italia: the digital project to welcome Chinese tourists in Italian cities"*, Elisa Morsicani, ITALIAN LIFESTYLE

11h 02 *"Innovative projects at Skylabstudios"*, Barbara Molinaro, SKYLABSTUDIOS

11h 10 *"Wellbeing and longevity"*, Enrico Mallone, HEALTHIA

11h 18 *"IoT, Blockchain and Big Data solutions for a cooperative and secure enterprise ecosystem"*, Domenico Barra, ADAMANTIC

11h 26 *"Innovation, University and Start ups"*, Silvia Baiocco, Rome Tor Vergata University

11h 34 *"Sustainable passive houses"*, Ruggero Fondato, ECOMEDIA

11h 42 *"A smart way to build"*, Gianluca Balzarini, iBRICKO

Closing

11h 50 Carlo Cafarotti - Tourism and Economic Development Councillor of Rome

12h 00 Discussion and Signing of MoUs

12h 30 End of roundtable.

SUMMARY

- 1. The Open City IoT Smart Lab of Rome**
- 2. Research and Innovation Activities and Projects**
- 3. Cooperation with China: Smart Technology Parks**
- 4. Next dates in Rome**





REGIONE LAZIO



Primary objectives

- The Open City IoT Smart Lab is a laboratory dedicated to Research in the field of **Smart City** and **IoT**.
- Organization of conferences, events and seminars
- Strategic alliances with highly innovative companies and universities for the implementation of joint research activities.
- Internationalization and dissemination of scientific results.





LAZIO INNOVA

Open City IoT smartlab

SMART TOURISM & CULTURE

LOGISTIC

EDUCATION AND COACHING

SMART AGRICULTURE

BLOCKCHAIN

OPEN CITY SMART CLUSTER

e-HEALTH CARE

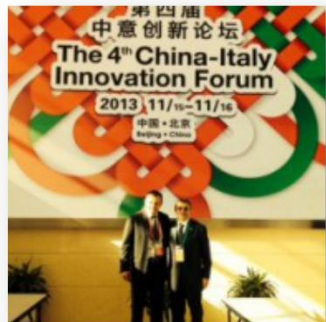


第四届中意创新论坛

The 4th China-Italy Innovation Forum

2013年11月 中国 北京 November, 2013 Beijing, China

Italian Minister of Research and University : Maria Chiara Carrozza
Chinese Minister of Science and Technology : Wan Gang



Italian Minister of Research and University : Stefania Giannini



ITALY - CHINA
SCIENCE, TECHNOLOGY & INNOVATION WEEK
25-27 OTTOBRE 2016
BERGAMO - BOLOGNA - NAPOLI





**05-04-2015 China-Italy Projects
Beijing Jiao Tong University**



**04-04-2015 China-Italy Projects Match Making Session
Beijing International Convention Center**



**18-05-2015 “Innovation and Smart Cities”,
Tianjin Meijiang Convention and Exhibition Center
Tianjin Investment and Trade Fair PECC
Jinghai County, Binhai new Area, Nsp, University**



**10-06-2015 China_EU Industrial Cooperation and Investment
Fair Liu Zhou**





03-2015 China Summit
Shanghai Jiao Tong University
SJTU Advanced Industrial Technology Research Institute



IEEE International Conference on Computer Science and Information Technology IEEE ICCSIT Chengdu

DEMO THE WORLD INNOWAY



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OPEN CITY IOT
SMARTLAB

Research &
Development

Technological
Transfer

Internationalization
Education

- Application Areas
- Smart City
 - Smart Building & Smart Home
 - Smart Mobility & Smart Grid
 - Smart Manufacturing
 - Smart Agriculture
 - E-Health
 - Smart Tourism





The **AgriDrone Vision** project focuses on the development of an **Innovative Integrated System for Precision Farming**.

The system integrates innovative technologies like autonomous aerial and terrestrial drones platform, monitoring system and dedicated software and a multi sensors platform.



TECHNOLOGY

AgriDroneVision Integrates innovative technologies:

- Autonomous Aerial and Terrestrial Drones platform
- Monitoring system and dedicated software
- Multi sensors platform

Main focus on high quality imaging data



**DRONES
PLATFORM**



**SENSORS
PLATFORM**



**MONITORING
SYSTEM**





SMART GREEN BUILDINGS

A photograph of a construction site for a smart green building. The building is made of modular wood-structure building solutions. Workers are visible on the site, and the building is surrounded by trees and a clear sky.

“Innovative system integration of **modular wood-structure building solutions** toward Zero Energy goals including a Smart Platform oriented to the Energy Management, to the Life Cycle Assessment, to the Facility Management of the building, to represent all functional and physical features through the use of BIM (Building Information Modeling) technologies, from early design phase to all maintenance activities, until the final stage of recycling”





Innovative Integrated Digital Platform dedicated to the development of the MICE (Meeting, Incentive, Conference, Exhibition) industry in Rome and in the Lazio Region. The Smart Mice Platform integrates innovative specific functionalities, modules and operational tools allowing a more effective territorial marketing actions.



SMART MICE PLATFORM (Meeting, Incentive, Conference, Event) is the new project of the Convention and Visitors Bureau of Rome and Lazio promoting the main destinations in Rome and Lazio which are very suitable for MICE tourism and revival the sector of conference tourism in Rome.

What the platform can do:

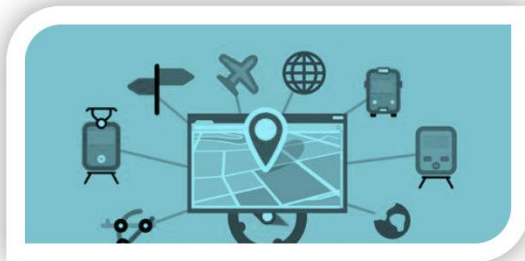
- Classification of City and Regional MICE Tourism
- Improving sales channels
- Supporting the destination with the new brand of "Rome MICE"
- Provide innovative digital services



The Project is supported by nearly 300 Partners and all main “tourism stakeholders” which are highly specialized and qualified local touristic and congresses operators allowing to find out the best venues for any event in Rome.

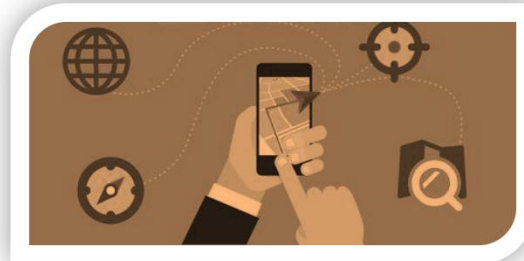


PLATFORM



- **Front-End**
- **Back-End**
- **Functional Modules**

DIGITAL APPLICATION



- **QR Code We Chat**
- **Virtual Tour 360**
- **Augmented Reality**
- **Virtual Reality**

CONTENTS AND FUNCTIONS



- **Module PA, BBCC**
- **Module Tourist MICE**

Integrated digital technologies for the networking of touristic offers and services
International promotion, including specific markets (China, ASEAN)



DIGITAL CONTENTS: INTEGRATION WITH WE CHAT PLATFORM



Vento d'Italia 意风

La piattaforma digitale per l'accoglienza dei turisti cinesi
致力于服务中国游客的数字平台



ECOSISTEMA
WECHAT 微信

Grazie al canale ufficiale acquisito tramite una licenza di utilizzo interna all'ecosistema Wechat, Vento d'Italia riesce a dialogare con i turisti cinesi in Italia e in Cina nel modo più efficace possibile offrendo molteplici possibilità.

通过在微信公众平台中获得的官方账号，“意风”能够用最有效的方式与中国游客进行对话，提供多种交互的可能。

Italian Lifestyle è la prima azienda italiana ad operare in ambito turistico all'interno di Wechat per accogliere i turisti cinesi nelle città italiane.

Italian Lifestyle是意大利旅游相关产业中第一家在微信运营的公司，致力于服务意大利各个城市中的中国游客。

PIATTAFORMA ROMA



We Chat for Chinese tourism to extend the potential communication, contact and interaction of the platform towards the Asian ecosystem, focusing on Chinese users.



DIGITAL CONTENTS: AUGMENTED AND VIRTUAL REALITY

1 Segnaletica Interattiva

Sistema di segnaletica turistica con tecnologia **Qr Code** e **Chip NFC**. Soluzione ideale per rendere **più accessibile** l'intero patrimonio culturale e artistico di una città o di un sito archeologico. Grazie ai **Qr Code** e agli **NFC** è possibile accedere a delle **schede informative**, on line, dove sono contenuti tutti i **servizi interattivi** che assisteranno il turista.

Palazzo Vitelleschi
Torre di Santa Rosa

Per provare la Segnaletica Interattiva:

- Apri un qualsiasi lettore di **Qr Code**.
- Inquadra il **Qr Code**.
- Il software riconosce il **Qr**.
- Vedi il **contenuto multimediale**.

Se non hai un lettore **Qr** scarica l'app gratuita **SkyIApp**.



Modelli 3d

La **Realtà Aumentata** può essere utilizzata anche con **modelli 3D**. Qui a fianco, inquadrando il marker con l'app **SkyIApp**, sarà possibile vedere il **modello 3D della Statua di Santa Rosa**, patrimonio mondiale **Unesco**, a **360°**. Ruotando o inclinando l'immagine o il telefonino sarà possibile vedere il **3d dal punto di vista che preferite**, per capire meglio la maestosità della statua.

LA MACCHINA DI SANTA ROSA



Hotel Rex Rome

360° ITALY



Realtà Aumentata

La **Realtà Aumentata** è una tecnologia che consente, mirando con lo smartphone o il tablet l'immagine che si è **"aumentata"**, di sovrapporre un livello di contenuti attivi, multimediali, con suoni, voci, video a vostra scelta. L'oggetto (quadro, reperto o prodotto fisico di qualsiasi natura) **prenderà vita** davanti ai vostri occhi e narrerà la sua storia **in modo straordinario**. Per provare questa incredibile tecnologia basterà scaricare **la nostra app gratuita SkyIApp** per **Android** o **iOS**.

Per saperne di più guarda il video: <https://youtu.be/AS9Aaiym2Q8>

Download on the App Store
GET IT ON Google Play



Placche Interattive

Spesso le complessità architettoniche delle città necessitano soluzioni ancora **meno impattanti**, oppure dei sistemi informativi che **non temano gli atti vandalici**. Da qui nascono le **Placche Interattive in porcellana 100% italiana**. Questo tipo di prodotto, grazie alla particolare cottura, denominata **"terzo fuoco"**, sono scalfibili **solo con la punta del diamante** e possono essere pulite anche con i **prodotti più corrosivi**. Tutte dotate di **Qr Code** e **Chip NFC** inserito all'interno, sono perfettamente **interattive proprio come la segnaletica**.

Vico del Pelo
I Palazzi dei Rolli - Patrimonio U.N.E.S.C.O.



App, cloudbased solutions, multimedia products, wi-fi, devices, audiovisual guide, augmented reality, Qrcode, marked images, NFC, indoor geolocalization, 3D projection mapping, immersive technologies interactive, 3D imaging & simulation etc.





HappyElderly Project

HappyElderly is an innovative M-Health solution based on Happysalus technology developed by Healthia in collaboration with Adamantic.

The purpose is to support elderly people in their approach to wellbeing and longevity.

Happy Elderly has been designed to have a low impact on people's lifestyle; it is also able to reduce the efforts and costs for families and public health facilities.

The ability to remotely control Health ensures that people living in cities or in rural areas can receive advanced care and support.

The technologies used by **HappyElderly** (BlockChain, AI and HiTech/low costs devices) let it affordable even for huge population and wide countries.



REMOTE MONITORING OF ELDERLY CITIZENS



ONLINE MEDICAL EXAMINATION



VIRTUAL CLINIC



REMOTE HEALTH MANAGEMENT



MEDICAL BIG DATA ANALYSIS AND ALGORITHMS BASED ON AI

SMART-E-HEALTH



INTERNATIONALIZATION ACTIONS

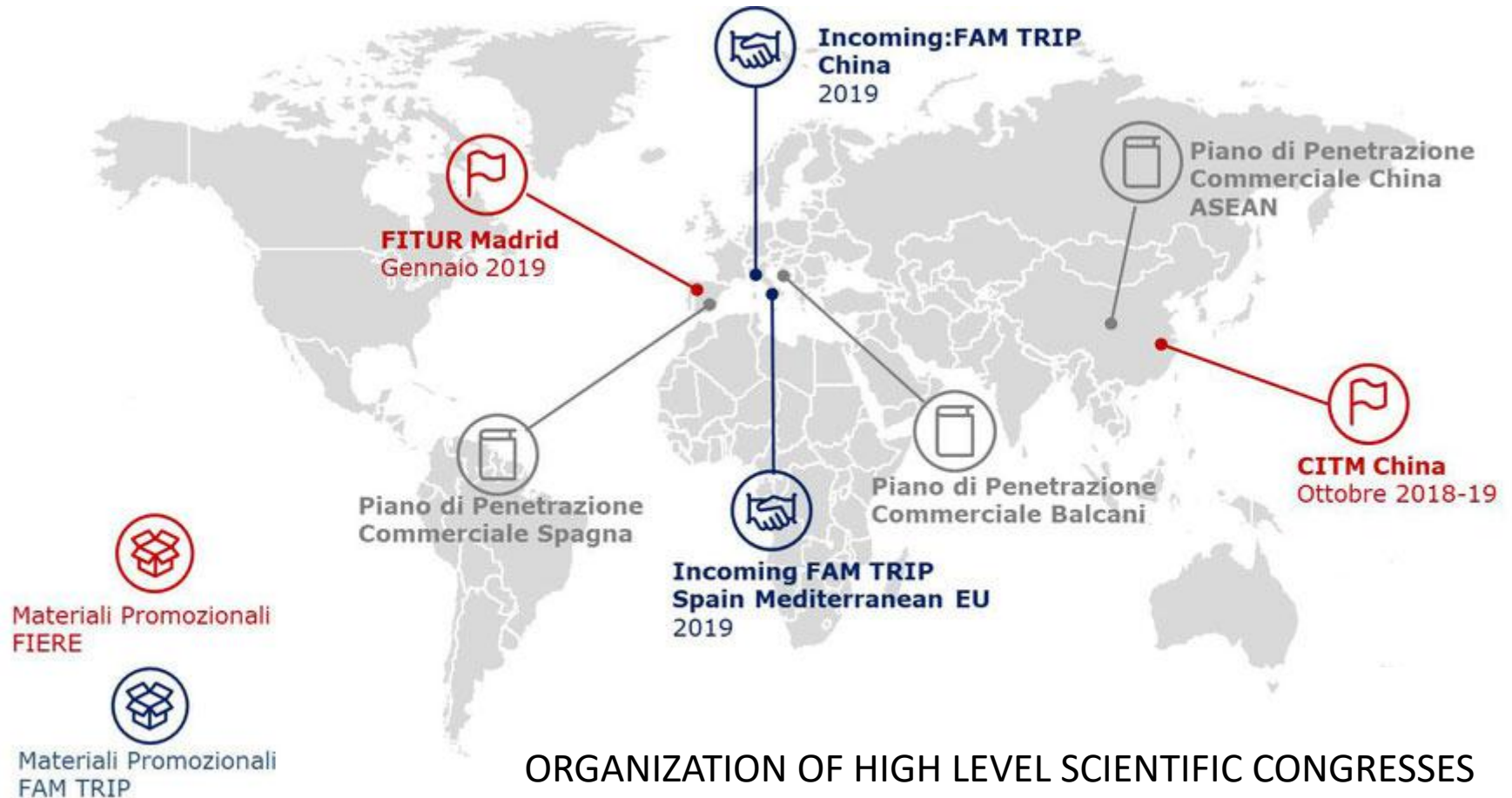
Asia, con riferimento alla Cina ed ai Paesi del Sud-est asiatico.

Europa: Mediterraneo allargato con particolare riferimento ai paesi del quadrante Centro-orientale ed ai Balcani.

**FOCUS IN CHINA:
TARGET AREA**



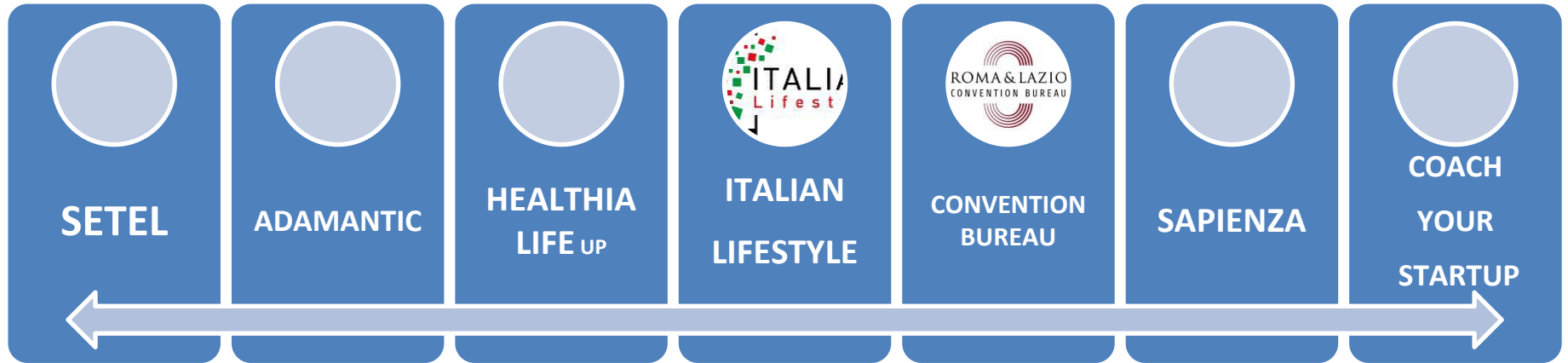
INTERNATIONALIZATION ACTIONS



ORGANIZATION OF HIGH LEVEL SCIENTIFIC CONGRESSES
IN CHINA AND ITALY



November 2018 Business delegation from Rome in Beijing, Yantai and Kunming





Visit to Rome in September 2018
Haikou, Kunming, Liuzhou, Yantai
and Weinan

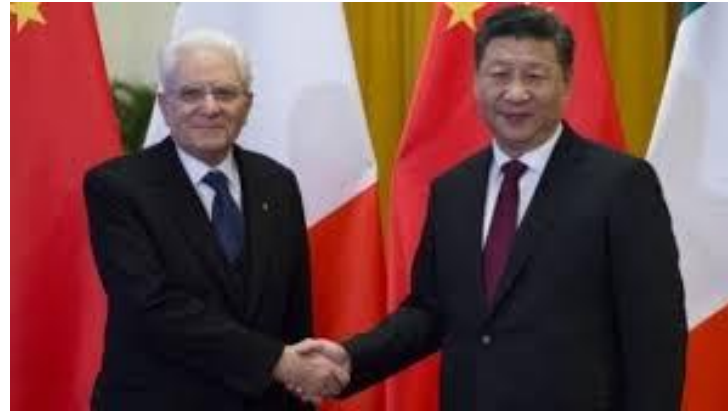


**November 2018 Business delegation from Rome in Beijing, Yantai
and Kunming**



Possible topics of collaboration have been identified





President Xi Jinping in Rome in March 2019

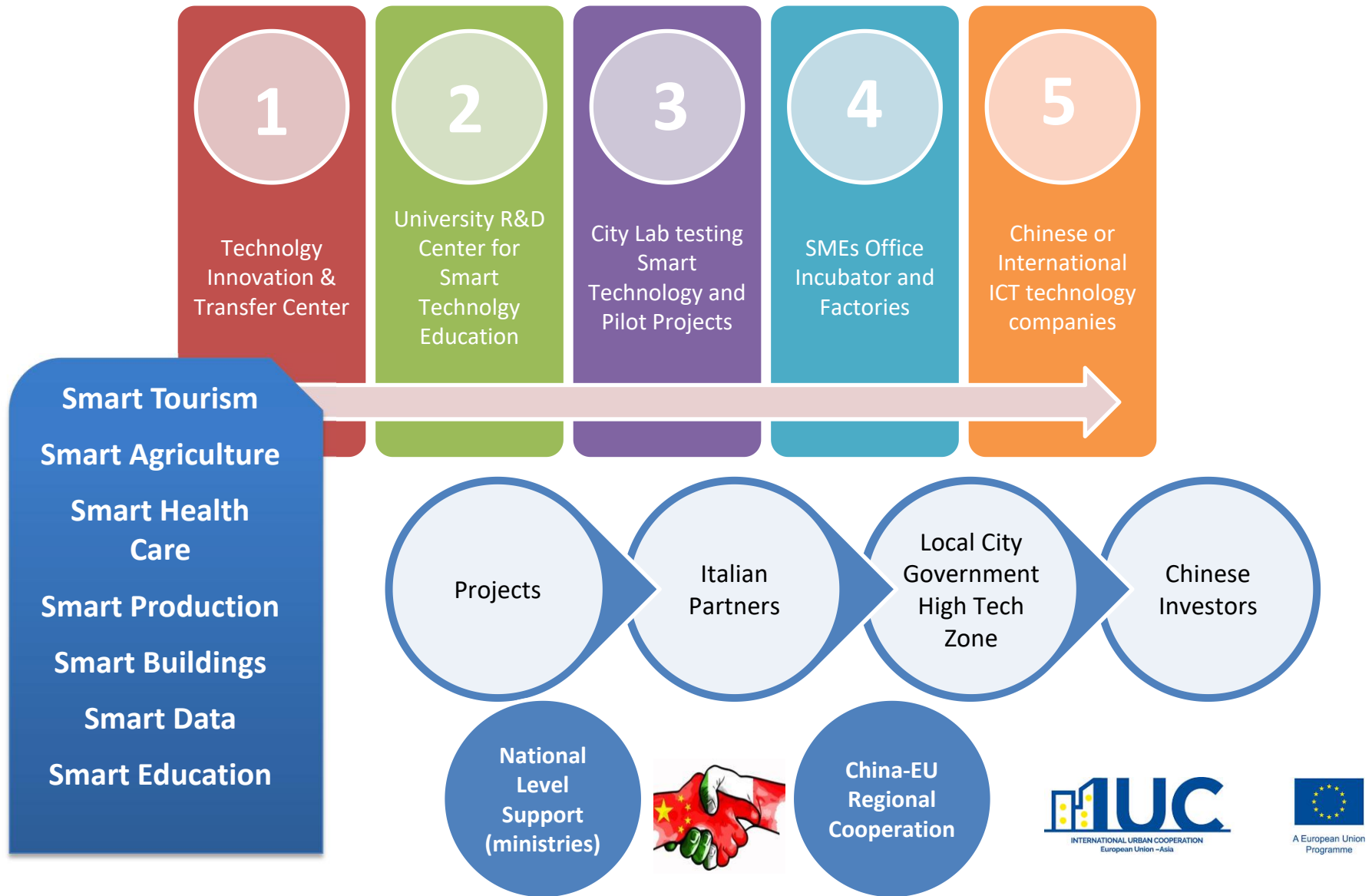
Economic Cooperation Between Italy and China



Several Cooperation Areas and MoU and Plans signed (including Smart Cities, High tech innovation SMEs, Education and Tourism)



Feasibility study on the creation of a EU-China Smart Technology Park



China-Italy (EU) Smart Technology Park Scientific Committee



ITALY



SMART HEALTH CARE



SMART HEALT CARE



SMART AGRICULTURE



SMART LEARNING



**SMART DATA, IoT &
BLOCKCHAIN**



**SMART TOURISM &
CULTURAL HERITAGE**



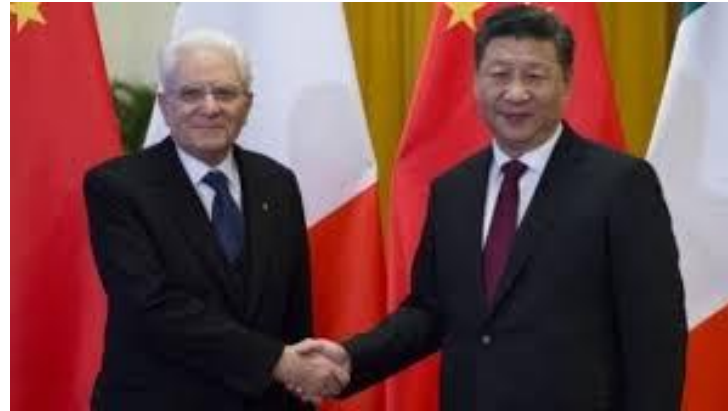
SMART BUILDINGS



SMART BUILDINGS

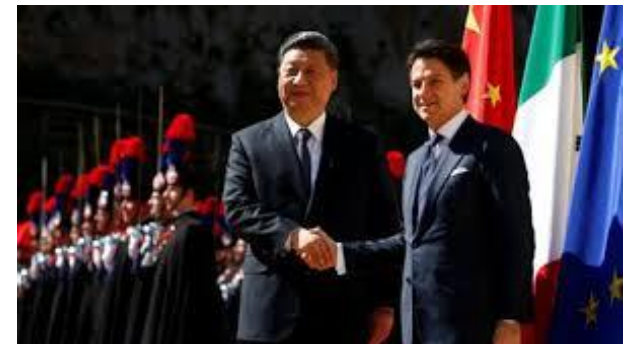
WE HAVE IDENTIFIED EXPERTS FROM INDUSTRY AND UNIVERSITIES





President Xi Jinping in Rome in March 2019

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14th High Level Forum on Regional and Urban Policy Cooperation EU-China Summit 9 April 2019



Roundtable on Circular Economy EU-China Summit 9 April 2019



COOPERATION AND COLLABORATIONS PROPOSALS

合作与协作提议

Create business opportunities for Chinese and Italian companies and cooperation R&D project proposals for SMEs, universities, research centres and municipalities.

为中意双方企业创造更多业务机会，为中小型企业、高校、研发机构和政府机构提供更多研发项目提议。



Best practices : Replication of successful projects in China

最佳实践：复制中国的成功项目





Italian and Chinese Partnerships

中意合作伙伴

Shared actions and Initiatives

共同的行动与方案

Integrated Innovation Project

一体化创新项目

PROPOSAL :

**MOU WITH CITY AND UNIVERSITIES
ITALY-CHINA SMART TECHNOLOGY CENTER
PILOT PROJECTS IN CHINA**





A European Union Programme



11 April 2019 in Rome
Bilateral Research, Academic and Business Days

SAPIENZA UNIVERSITY and China delegation

Sapienza Rome Faculty of Architecture, C.I.T.E.R.A. Interdepartmental Centre for Territory, Building, Conservation and Environment

12 April 2019 in Rome Business Roundtable

Roundtable on Innovation and Smart City smart projects of Universities and Companies of Rome



SAPIENZA
UNIVERSITÀ DI ROMA



ACADEMIC ACTIVITIES ROADMAP

Topics of discussion in Rome:

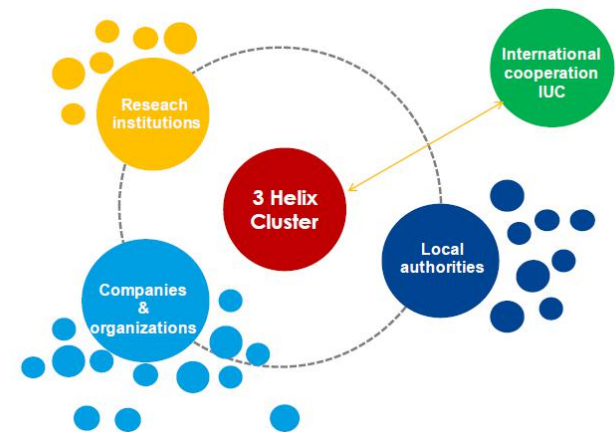
1. Joint professional training program
2. International university cooperation Program
3. Organization of Summer School in Rome
4. Joint degree and research programs
5. Joint college and university
6. Invite experts to China, to deliver lectures on relevant topics
7. Co-organize study visits and tours to Rome, and vice versa

ROADMAP



BUSINESS ACTIVITIES ROADMAP

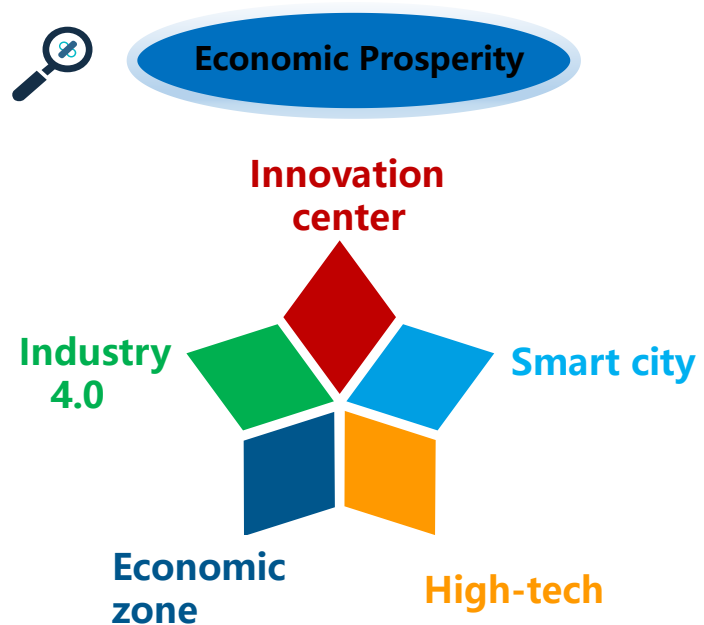
1. Feasibility study on the creation of a EU-China Smart Technology Park
2. Italian and Chinese Scientific Committee
3. Sign of MoUs with strategic partners (e.g. Roma and Lazio Tourism Convention Bureau and the Tourism Bureau of Liudong New District)
4. Select Joint Pilot Projects and activities



Field and Approach for Cooperation - Main activities

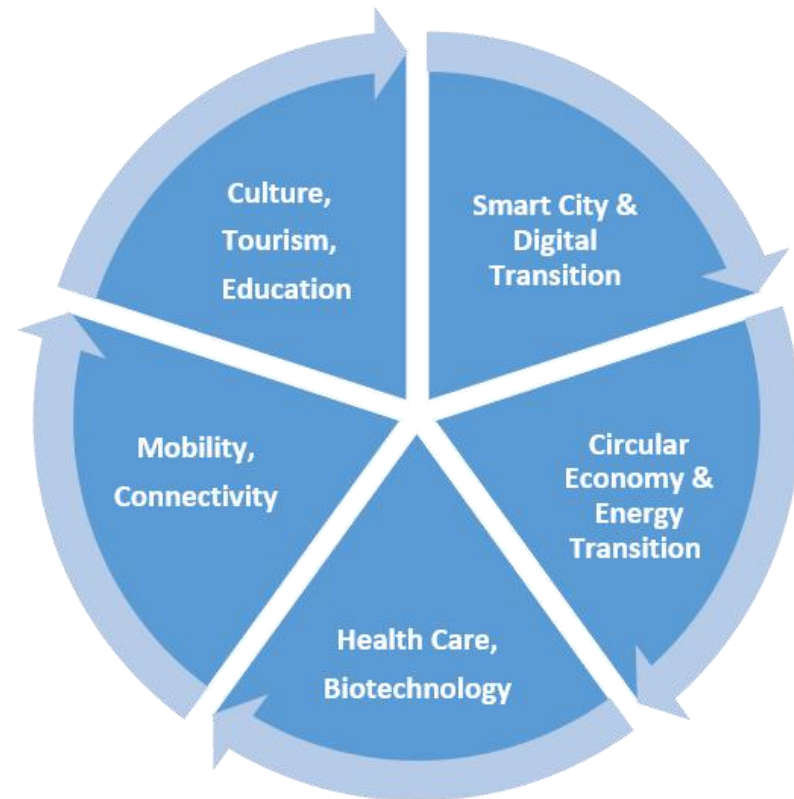
A cooperation could look like:

- Knowledge exchange and share of best practices
- Joint workshop on thematic topics
- Business facilitation event
- Integration of LAP into its own city action plan
- Cluster meetings
- Regular official visits and rep offices
- Signing of MoU of city pairing
- Signing of MoU of Joint Project
- Implementation of Joint Project



Cluster Approach in Five Thematic Clusters

- 1. Five clusters are focal points for CN and EU cities for real cooperation projects**
- 2. Thematic NKEs help cities to conduct mapping regarding the specific cluster, including main stakeholders, major events or platforms, examples of pilot projects and funding opportunities.**
- 3. Design the cooperation projects by detailed action plan with help of NKEs**
- 4. Different cities working on same cluster and achieve the best synergies**



Possible Cooperation Projects in each cluster

1

Mobility & Connectivity

1. Mobility technologies
2. Technology or R&D cooperation
3. Connectivity by train
4. Regional Connectivity events

2

Smart City Digitalization

1. Smart city projects - pilot zones/districts, or application of EU technologies
2. Cloud Center or digitalization project with CN Cities

3

Med-Technology Health-care

1. Med-Tech industrial park in CN Cities
2. Health-care projects in CN Cities
3. Market enter for Med Companies

4

Culture Education, Tourism

1. Flight connection
2. Tourism promotion. MICE
3. Cultural and Sport activities in China, eg. film or music festival
4. Education projects including university and vocation training

5

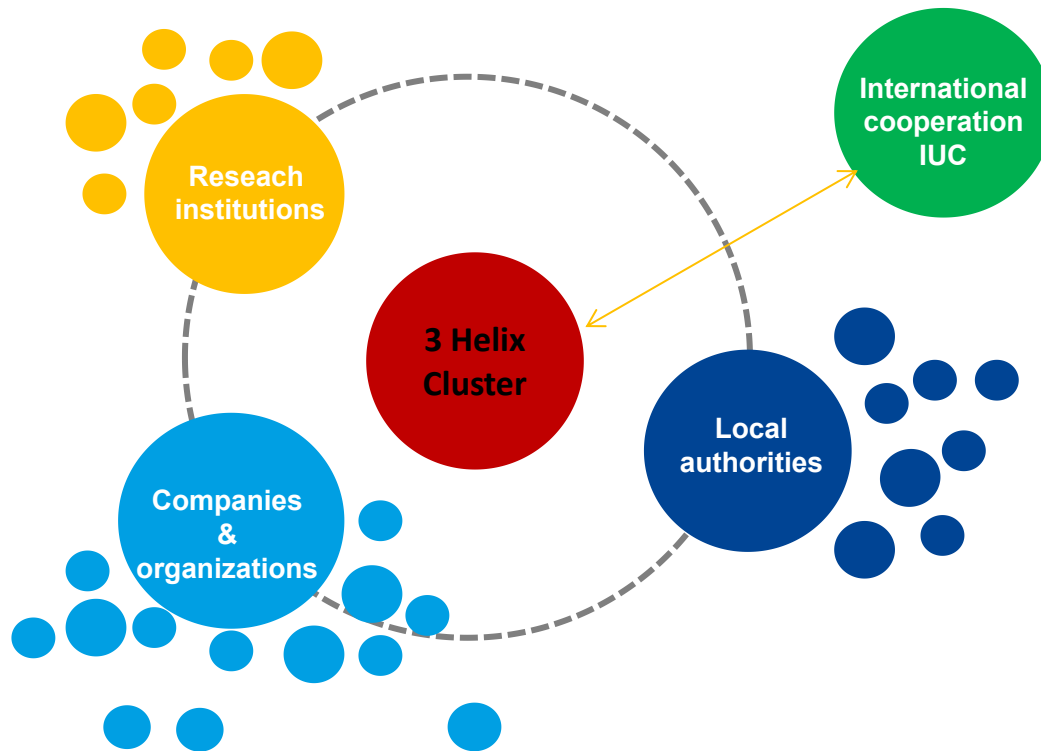
Circular Economy

1. Application of EU tech in China
2. Air quality
3. Experience sharing, capacity building, co-manage projects in CN cities



3. Field and Approach for Cooperation - Main Approach

Trippe-Helix methodology



Local Action Plan

- Identify key projects
- Identify key institutions/stakeholders
- Key decision-making mechanism
- Streamline communication
- Develop Roadmap
- Project-oriented encounters
- Self-initiatives



URBAN EU-CHINA

Innovation Platform on
Sustainable Urbanisation

A Strategic Research & Innovation Agenda for EU- China Cooperation on Sustainable Urbanisation

NTNU Norwegian University of Science and
Technology

CCUD China Centre of Urban Development

A key feature of URBAN EU CHINA is to create a robust, evidence-driven bottom-up approach to support EU-China cooperation on sustainable urbanisation.

In this framework, ISINNOVA will launch a **survey in May 2019** to promote strategic thinking among policy-makers, urban experts and practitioners and discuss uncertainties, challenges and opportunities related to possible urban futures.

Contribute on setting next EU-China R&I priorities by evaluating trends and seeds of changes and suggesting projects, research practices and innovation opportunities.



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THANK YOU FOR YOUR ATTENTION !!!

