

Lab Innova for Africa ICT

October 31st 2024

Università Cattolica, Via San Vittore 18 – Milan

Scaling strategies of tech-based startups and the
relevance of sustainability

- 10:00** Frank Cinque, E4Impact General Manager
- 10:05** Tatiana Marzi, Italian Trade Agency
- 10:10** Alvisè Biffi, Confindustria Assafrica & Mediterraneo delegate
- 10:15** Oumaima Farik, Chief of mission TECHNOPARK, Morocco
- 10:20** Adnane Addioui, MCISE President, Morocco
- 10:25** Giacomo Ciambotti, UCSC - Sustainability as source of competitive advantage;
Scaling strategies of sustainable enterprises: A focus on international growth
- 11:30** Giorgio Sartori, E4Impact, Business Development Africa - Integrating technologies in sustainable business model: The customer's point of view.
- 12:30** Light lunch

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