



Tavola Rotonda in Evento Combinato dal Vivo e Virtuale

Business Renaissance by Strategic Engineering @ Cities living by the Sea

1100-1230 GMT+1, February 12th, Blended Event @ Shipping 4.0 (tentative link here)
Simulation Team, Genoa University, J.Cook University Singapore & Shipping 4.0
A.G.Bruzzone, STRATEGOS Genoa, R.Dillon, JCU Singapore

Il concetto di *Smart City* sta evolvendo, così come il Mondo stesso, quindi richiede nuove Strategie, infatti è evidente che sia lo Shipping che i Porti devono essere pronti a rinnovarsi e adottare l'**Ingegneria Strategica** per un vero *Rinascimento Aziendale*



Joint Cooperation

STRATEGOS dell'Università di Genova & il Singapore Campus della James Cook University insieme a Shipping 4.0 invitano a partecipare a questa Tavola Rotonda per discutere sul Futuro delle Città di Mare alla luce dell'**Ingegneria Strategica**, delle **Enabling Technologies**, dei nuovi **Business Models** e dei **Big Data**. L'Obiettivo è identificare come far fiorire una **Business Renaissance** dopo l'attuale crisi. Questa **Riunione** mette a Sistema **Istituzioni & Aziende** coinvolte in **Shipping 4.0** a fianco di giovani **Ingegneri Strategici** per discutere sui reali **Interessi, Aspettative & Idea** relative ad **Applicazioni & Aspetti** capaci di supportare l'evoluzione dello **Shipping**, dei **Porti** e delle **Città di Mare**, come **Genova & Singapore**. Il Focus è su **Soluzioni Reali & Efficaci** per le nostre **Città**, ponendo attenzione ad aspetti come **Innovazione, Competitività, Sostenibilità, Robustezza, Resilienza e Qualità della Vita**



Same Day, 1230-1300 GMT+1, **STRATEGOS** Student Pitch Awarding Ceremony

URL: www.simulationteam.com/strategos/challenges/jan2021
Email: agostino@itim.unige.it, roberto.dillon@jcu.edu.au



Genuense Athenaeum





Round Table Blended Event

Business Renaissance by Strategic Engineering @ Cities living by the Sea

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The *Smart City concept* is evolving as well as the World and requires new Strategies, while it is evident that Shipping & Ports should be ready to renew themselves and to adopt *Strategic Engineering* for a real Business Renaissance



Joint Cooperation

STRATEGOS at Genoa University & Singapore Campus of James Cook University with Shipping 4.0 invites you to Participate into this Round Table Blended Event as to discuss on on the Future of Cities living by the Sea based on **Strategic Engineering, Enabling Technologies, new Business Models** and **Big Data**. The Goal is to identify how to flourish a **Business Renaissance** after the current crisis. This **Meeting** brings together **Institutions & Companies of Shipping 4.0** as well as young **Strategic Engineers** to discuss on real **Expectations, Interests & Ideas** about **Applications & Aspects** to support evolution of **Shipping, Ports** and **Cities by the Sea**, such as **Genoa & Singapore**. The Focus is on **Real & Effective Solutions** for our **Towns**, emphasizing crucial aspects such as **Innovation, Competitiveness, Sustainability, Reliability, Robustness, Resilience** and last, but not least, the **Quality of Life of People**



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Joint Cooperation

Obiettivo

Il concetto di *Smart City* sta evolvendo, così come il Mondo stesso, quindi richiede nuove Strategie, infatti è evidente che sia lo Shipping che i Porti devono essere pronti a rinnovarsi e adottare l'**Ingegneria Strategica** per un vero *Rinascimento Aziendale*; infatti questa nuova Disciplina combina AI, Modeling & Simulation, Data Analytics in closed loop con la realtà a supporto dei Decisori Strategici per comprendere meglio gli eventi avvenuti, la situazione attuale e le conseguenze delle decisioni critiche per avere successo a fronte di rischi e opportunità

STRATEGOS all'Università di Genova & il Singapore Campus della James Cook University insieme a **Shipping 4.0** invitano a partecipare a questa Tavola Rotonda per discutere sul **Futuro delle Città di Mare** alla luce dell'**Ingegneria Strategica**, delle **Enabling Technologies**, dei **nuovi Business Models** e dei **Big Data**. L'Obiettivo è identificare come far fiorire una **Business Renaissance** dopo l'attuale crisi. Questa **Riunione** mette a Sistema **Istituzioni & Aziende** coinvolte in **Shipping 4.0** a fianco di giovani **Ingegneri Strategici** per discutere sui reali **Interessi, Aspettative & Idea** relative ad **Applicazioni & Aspetti** capaci di supportare l'evoluzione dello **Shipping**, dei **Porti** e delle **Città di Mare**, come **Genova & Singapore**. Il Focus è su **Soluzioni Reali & Efficaci** per le nostre **Città**, ponendo attenzione ad aspetti come **Innovazione, Competitività, Sostenibilità, Robustezza, Resilienza e Qualità della Vita**

Chairs: Prof.A.G.Bruzzone, STRATEGOS Genoa & Prof. R.Dillon, JCU Singapore

Partecipanti

- Dr. Giovanni Caprino, DLTM Director, Italy
- Ing. Francesco Faccio, Idexe Consulting Partner, Italy
- Prof. Jean-Guy Fontaine, JGF Senior Partner, France
- Ing. Giulio di Gennaro, Technical Director Corepower, UK
- Dott. Stefano Negrini, Technical Director, Terminal Bettolo

- Ing. Georgia Cesarone, Education Director at Start 4.0, Italy
- Ing. Stefano Fasoli, Info Logistics, Cetena, Italy
- Prof. Laura Gaggero Research Pro-Rector Unige, Italy
- Prof. Rocco Giordano, Direttore Sistemi di Logistica
- Ing. Domenico Rocco, Sales Manager Fincantieri Group



AI Artificial Intelligence IA Intelligent Agents M&S Modeling & Simulation



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Shipping 4.0: Round Table Blended Event

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Simulation Team, Genoa University, J.Cook University Singapore & Shipping 4.0

Objectives

The *Smart City concept* is evolving as well as the World and requires new Strategies, while it is evident that Shipping & Ports should be ready to renew themselves and to adopt *Strategic Engineering* for a real Business Renaissance; this new Discipline combines AI, IA, Modeling & Simulation, Data Analytics in closed loop with Reality to support Strategic Decision Makers to better understand the past events, current situation & consequences of their major decisions to succeed while facing risks and getting opportunities



Joint Cooperation

STRATEGOS at Genoa University & Singapore Campus of JCU with Shipping 4.0 invites you to Participate to this Round Table to discuss on the Future of Cities living by the Sea based on *Strategic Engineering, Enabling Technologies, new Business Models* and real Data.

The Goal is to identify how to flourish a **Business Renaissance** after the current crisis by bringing together **Institutions & Companies** as well as *Strategic Engineers* to discuss on real *Expectations, Interests & Ideas* about **Applications & Aspects** to support evolution of **Shipping, Ports** and **Cities by the Sea**, such as **Genoa & Singapore**. The focus is on *Real & Effective Strategies* for our **Towns**, emphasizing crucial aspects such as *Innovation, Competitiveness, Sustainability, Robustness, Resilience* and last, but not least, *Quality of Life of People*

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