



# e-service for society and enterprises

International conference

**October 30, 2013**

Wednesday, October 30, 2013  
h 9 – h 17 Council Hall  
Malvezzi Palace, Via Zamboni, 13  
Bologna

## Institutional greetings and official welcome

### Graziano Prantoni

Councillor for Business, Trade, Handicrafts and Tourism  
of the Province of Bologna

### Carlo Boschetti

Director of the Department of Business sciences  
University of Bologna

### Jakub Szymarek

Wielkopolska Region, Poland

### Benedetta Pricolo

Region Veneto, National Contact Point Central Europe

## H. 10 – 12 FIRST SESSION

### To enforce enterprises and business networks by e-services

key speech:

### Enrico Supino, Fabio Ancarani, Cristina Boari

Research team of the project Essence

Interventions of:

### Marco Zamarian

University of Trento

### Salvatore Zappalà

University of Bologna

### Giampaolo Colletti

Journalist

## H. 12-13,30 SECOND SESSION

### Analysis and International experiences

### Michael Kennedy

University of Bedfordshire UK

### Piotr Nowak

Institute of Logistics and Warehousing (Poland)

### Björn Schwarzbach

University of Leipzig

**H. 13,30** light lunch

Organization office:

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**Momeda Eventi** Elena Melega, Valentina Montanari +39 051 5876729 info@momedaeventi.com

## H. 14,30 – 16 THIRD SESSION

### E-services. From ICT to web society between dematerialization, promotion of services and e web 2.0 user-oriented systems

key speech:

### Mauro Moruzzi

CUP 2000

Interventions of:

### Marino Cavallo

Project Essence

### Maurizio Lenzi

Dedagroup Spa

### Costantino Cipolla

University of Bologna

## H. 16 – 17

### Presentation of the Essence platform for e-services

### Stefano Dondi, Alberto Preti

ITL Institute for Transports and Logistics

### Giulia Prandini

SATA srl

Case studies presented by businesses.

Discussion with businesses, experts and participants

## H. 17

### Conclusions



in cooperation with:

