

Trento, 23 May 2006

The appointment is for 20.30 at BIC in Via Zeni 8, Rovereto
“CREATIVITY AND BUSINESS”, KEY STRATEGIES FOR GROWTH

ON THURSDAY A TALK SHOW ORGANISED BY THE DEVELOPMENT AGENCY

Businesspeople and professionals exchange opinions at an event leading up to the Festival of Economics

At 20.30 on Thursday 25 May 2006, at BIC in Via Fortunato Zeni 8 in Rovereto, the talk show “Creativity and Innovation. Key Strategies in Business Development” will be held. Organised by the Development Agency, the event is part of the official programme of Trento Festival of Economics (1 - 4 June). After the visits to BIC by students from secondary schools in Rovereto, the Agency has organised an innovative talk show, in which important figures from the business world, scholars and politicians – including the President of the Autonomous Province of Trento, Lorenzo Dellai – will discuss creativity as an added value in the setting up and development of a business.

Aiming for creativity and innovation in order to create a successful company, capable of developing in an increasingly challenging competitive environment. This is the subject which will be discussed during the **talk show “Creativity and Innovation. Key strategies in Business Development”**. The appointment is for **Thursday 25 May 2006 at 20.30 at BIC in Rovereto**. The protagonists, called on to recount their experiences, will be Marta Pulini, businesswoman, “food engineer” and expert in food architecture; Alberto Del Biondi, the founder of Industria del Design, the first European company to do business by industrialising creativity, and Francesco Miotto, the Director of Tecnothon, the Telethon Foundation research centre – in addition to Lorenzo Dellai, President of the Autonomous Province of Trento. Alongside the protagonists there will also be Davide Bassi, Chancellor of the University of Trento, who on this occasion will interpret “Science”. All this will take place in a setting incorporating light effects, images, music and an offstage voice, which will have a provocative and disruptive role. The debate will be chaired by the television presenter Andrea Pezzi, who has been involved in popularising economic issues among young people for some time.

Well-known figures from the world of research and economics in Trentino will also be involved in the debate. The talk show is one of the initiatives leading up to the “Festival of Economics”, to take place in Trento from 1 to 4 June, which will see the streets and historic buildings in the city become the setting for an event which will bring together important figures in the field of economics, finance, sociology and journalism.