

**"RESEARCH AND INNOVATION, THE FUTURE OF MOBILITY"
MIMO CONFERENCE.
AUTOMOTIVE LOBBY, INTEGRATED MOBILITY, CAR DESIGN, AND THE
METAVERSE - THE PANEL TOPICS UNDER DISCUSSION AT AUDITORIUM
TESTORI ON JUNE 17TH**

Milano, June 3rd, 2022

In the 2nd edition of MIMO Milano Monza Motor Show, which will take place from June 16th to 19th, 2022, there will be room for the **International conference "Research and innovation, the future of mobility,"** the in-depth study on various issues that affect the automotive world specifically and more generally, mobility.

Organized in collaboration with the Lombardia Region, on Friday, June 17th, 2022, at Auditorium Testori of Milan, the **Conference "Research and innovation, the future of mobility,"** will consist of four one-hour talks during which relators will put on the table unavoidable issues for all players who will be operating in the field of mobility in the next 5 years.

Andrea Levy, President of MIMO Milano Monza Motor Show: *"At a complex time, which will see major transitions that will involve the entire world of mobility, MIMO Milano Monza Motor Show has organized, in collaboration with the Lombardia Region, a time of in-depth discussions on the different issues that will have to be addressed in the coming years, and we will do it with the most authoritative stakeholders, able to give us the snapshot of the moment and the scenarios of the future."*

Education, University, Research, Innovation Councillor of Regione Lombardia: *"Regione Lombardia has been supporting Milano Monza Motor Show since it was just a project, a dream to become the most important automotive event in Italy and a reference point for the European automotive system. With this Conference, which brings together the most authoritative personalities in Italian mobility, MIMO together with Regione Lombardia takes a fundamental step in establishing itself in the major international discussions."*

The discussion will be centered around the need to strengthen the Italian automotive lobby in view of the challenges of the coming years, such as sustainability and fleet replacement, in a talk moderated by **Gianluca Pellegrini**, editor-in-chief of Quattroruote, to which the **Deputy Minister of Economic Development** of the Italian Republic has been invited. The President of the Lombardy Region, **Andrea Levy**, President of MIMO, **Michele**

Crisci, President of UNRAE, **Paolo Scudieri**, President of ANFIA, **Adolfo De Stefani Cosentino**, President of FEDERAUTO will take the floor.

Led by **Andrea Brambilla**, editor-in-chief of AUTO, the panel dedicated to integrated mobility and to the goal of making it a homogeneous reality in the coming years. Participating in the discussion, to which the Italian **Minister for Infrastructure and Sustainable Mobility** and the **Minister for Ecological Transition** have been invited, will be **Federico Caleno**, Head of Country Italy Enel X Way, **Giacomo Carelli**, CEO FCA Bank and President Leasys, **Luigi Corradi**, CEO Trenitalia, **Giacomo Lovati**, Chief Beyond Insurance Officer UnipolSai Assicurazioni, **Matteo Mammi**, CEO Helbiz EMEA.

The future of the car is also about its shape, and it is precisely about design that **Alberto Sabbatini**, moderator and Formula 1 journalist, **Regione Lombardia's Education, University, Research, and Innovation Councillor**, **Horacio Pagani**, Ferrari's Chief Design Officer, **Riccardo Balbo**, IED Academic Director, and **Fausto Brevi**, Director of the MSc Transportation&Automobile Design course at the Politecnico di Milano will discuss.

And then all the future and all the virtual represented in an in-depth look at NFTs and the Metaverse and exploring Blockchain and IoT. Moderating will be **Gaetano Cesarano**, director of Money and President of UIGA, and speakers will be **Paolo Turati** Lecturer and Director LabDEC Saa-School of Management of the Università di Torino, **Fabrizio Amodio** of Biomine, **Francesco Vincenti**, Business Developer for the Metaverse of Somnium Space, **Zhou Wubo** Co-founder of Huancheng digital technology and CEO of MICIA, **Umberto Palermo** of UP Design with the presentation on the Metaverse and NFT of Mole Artigianale e Urbana. **Giuseppe Bergamaschi**, founder Onevo Group, will conclude the conference.

To attend the Conference in person, you can register for the panels at www.milanomonza.com by filling out the appropriate form, and choosing which of the discussions you would like to attend or follow the Conference in its entirety.

The conference "**Research and Innovation, the Future of Mobility**," will be streamed in both English and Italian on www.milanomonza.com and on the Regione Lombardia portal, and in attendance there will be an audience of journalists, including foreign correspondents not only from the automotive world, but also economics, finance and new technologies. So that viewers from abroad will be able to follow the proceedings, simultaneous translation tools will be made available.

For the 2nd edition of MIMO, 500,000 visitors are expected to attend the open-air exhibition of new cars and motorcycles from more than 40 car and motorcycle manufacturers in downtown Milano, along with a spectacular dynamic presentation of



previews in Piazza Duomo at the Premiere Parade on opening day Thursday, June 16th, 2022. Alongside the exhibition in Milano, visitors will get to experience an adrenaline-fueled weekend at the Autodromo di Monza at the celebration of its Centennial year, with the last stage of the 1000 Miglia passing through, the Trofeo MIMO 1000 Miglia, and several supercar and hypercar meetings.

The free electronic ticket MIMO Pass will give visitors access to all areas of the event, such as test drive in downtown Milano and entry to paddocks and grandstands at the Autodromo Nazionale di Monza, as well as discounts on *Le Freccie* of Trenitalia and a wide range of conventions and discounts on transportation, museums, hotels, restaurants and sports facilities. Simply fill out the form that is already available online at www.milanomonza.com to get your nominal MIMO Pass.