























ICT Focus Sector Roundtable:

UAE future agenda for digital transformation and smart cities

























ICT Focus Sector Roundtable:

UAE future agenda for digital transformation and smart cities

























Mr. Matteo Zoppas

President
Confindustria Veneto





















UNIONCAMERE

Digital economy: a great opportunity The Italian Strategy

Matteo Zoppas – President Confindustria Veneto

Italy is working to promote digital transformation and to play a leading role in European actions to:

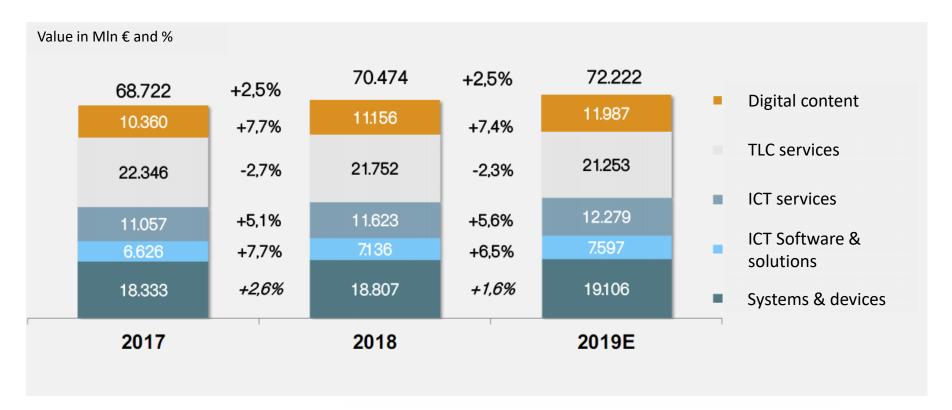
- Build an inclusive society that promotes participation and builds trust
- Support enterprises' competitiveness to win technology and social challenges
- Build a framework for a sustainable development that leverages the potential of digital technologies
- Enhance digital development to drive social inclusion Create the jobs and skills of the future



- Provide a digital environment that enhances trust, privacy and security
- Boost digital infrastructure to enhance connectivity
- Enhance innovation and the adoption of emerging technologies (AI, IoT, etc.)
- Accelerate the digital transformation for the manufacturing sector
- Promote digital leadership in public sector services
- Push for fair global competition and boost Italian and European competitiveness

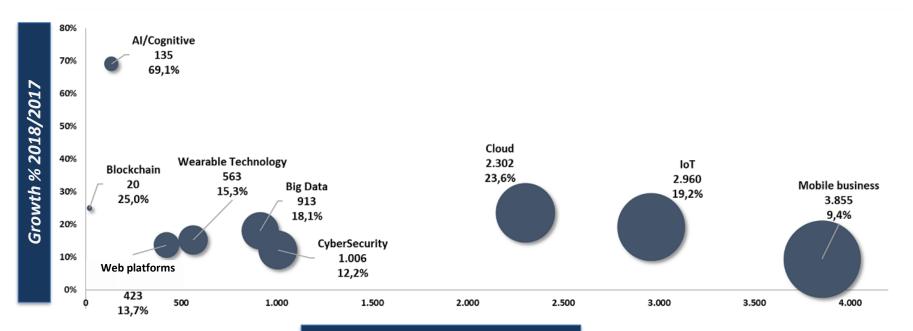


Italian Digital Market Value: 2017 – 2019E





Italian Digital Market Value by Digital Enabler



Market Value 2018 (mln €)



Italian Digital Market Value by Sector





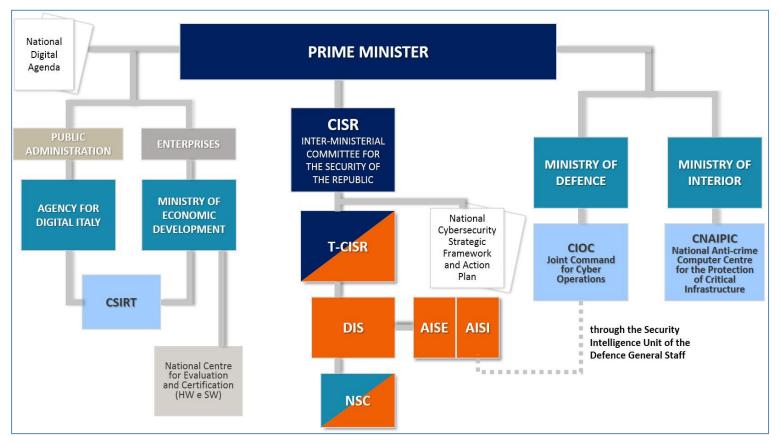


Italian Cybersecurity Market, 2016 – 2018



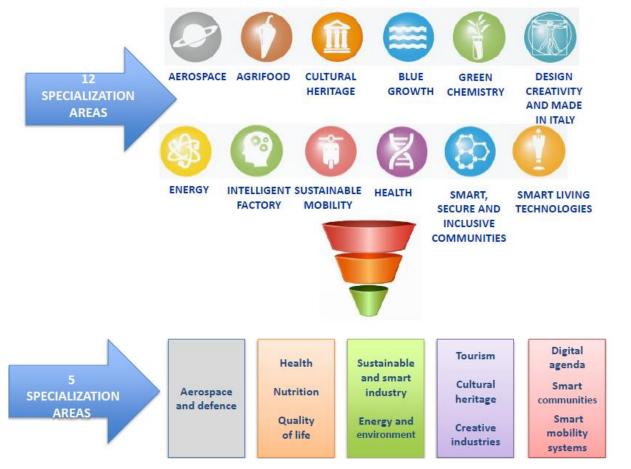


Italian Cybersecurity Architecture



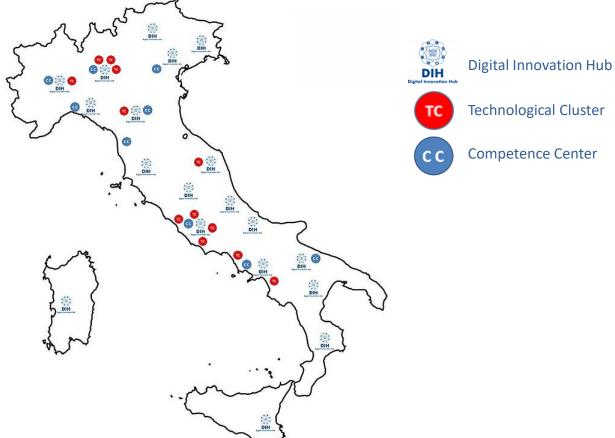


NATIONAL RESEARCH PROGRAMME 2015 - 2020





The Italian Innovation Network













CULTURAL BLUE HERITAGE **GROWTH**

GREEN CHEMISTRY

AEROSPACE

NATIONAL TECHNOLOGICAL CLUSTERS



ENERGY

DESIGN CREATIVITY AND







SUSTAINABLE MOBILITY



SMART LIVING TECHNOLOGIES



HEALTH



SMART, SECURE AND INCLUSIVE COMMUNITIES

























NATIONAL TECHNOLOGICAL CLUSTERS

The 12 National Technological Clusters (CTN) are structured aggregations of enterprises, universities, public or private research institutions, including financial entities active in the field of innovation, composed of several public-private aggregations, including existing Technological Districts and focusing on specific technological and applicative fields.



PURPOSE: Development of **National Meta- Districts** aimed at boosting sustainable **economic growth** both at local and national level to the benefit of the whole national economic system.

Italian Clusters are aligned with Europe 2020 Strategy and with Horizon 2020 challenges





National Competence Centres

Politecnico Torino	Additive manufacturing, data science and big data
Manufacturing 4.0	Focus on automotive, aerospace, energy
Politecnico di Milano Made	Enterprice 4.0 - Cyber Physical System
Università di Bologna	Big data
BI-REX	Focus on mechatronics, automotive, biomedical, agrifood
Scuola Sant'Anna di Pisa	Robotics and virtual environments
Artes 4.0	
Università di Padova	Tecnologie Smac: social media, mobile, analytics and big data, cloud, IoT, automation
SMACT	Focus on clothing, furniture, agribusiness
CNR Liguria	IoT (Internet of Things), augmented reality, big data, block chain, robotics, connectivity 4.0
Start 4.0	Focus on energy, trasports, blue growth, port
Federico II Napoli	All industry-enabling technologies 4.0
Industry 4.0	Focus on automotive, aerospace, agriculture, pharmaceutical
La Sapienza	Cybersecurity
Cyber 4.0	Cybersecurity



Digital Innovation Hub





























ICT Focus Sector Roundtable:

UAE future agenda for digital transformation and smart cities

























Giorgio Metta

Vice Scientific Director, iCub Facility Director

Italian Institute of Technology

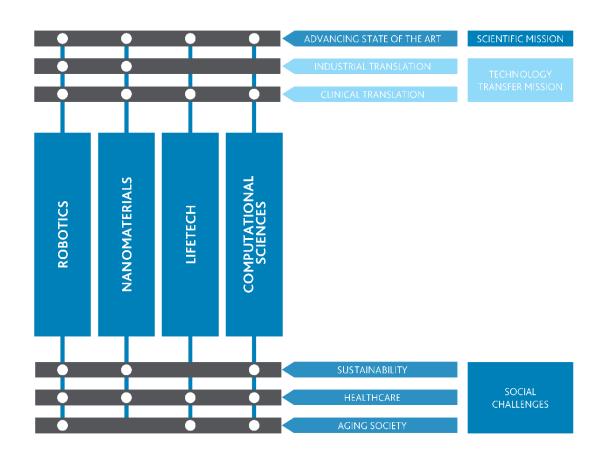


Italian Institute of Technology

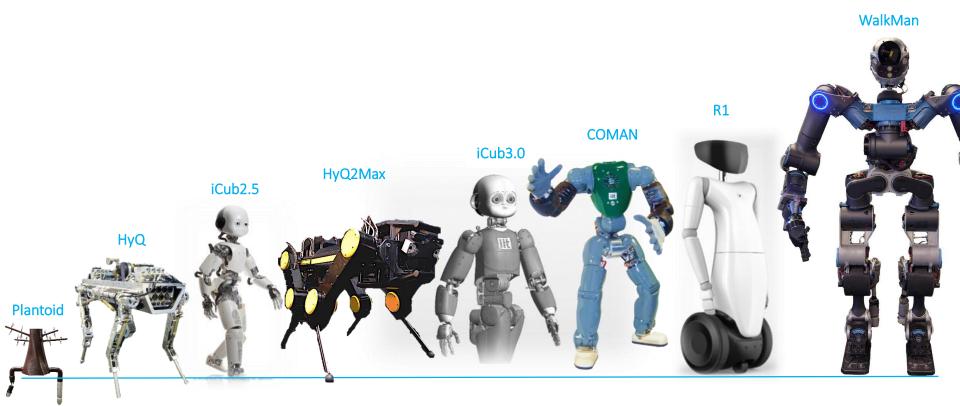
technology with the human touch



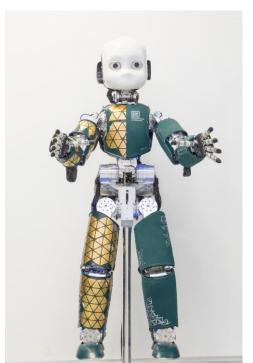




our family of robots









He weighs 60 pounds. He is 4 feet, 6 inches tall. He has brown hair.

> His love is real. But he is not.



A STEVEN SPIELBERG FILM ARTIFICIAL INTELLIGENCE











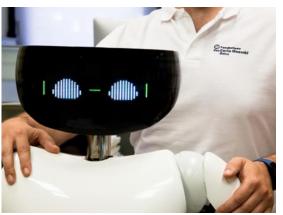


















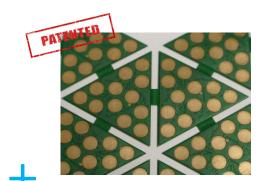










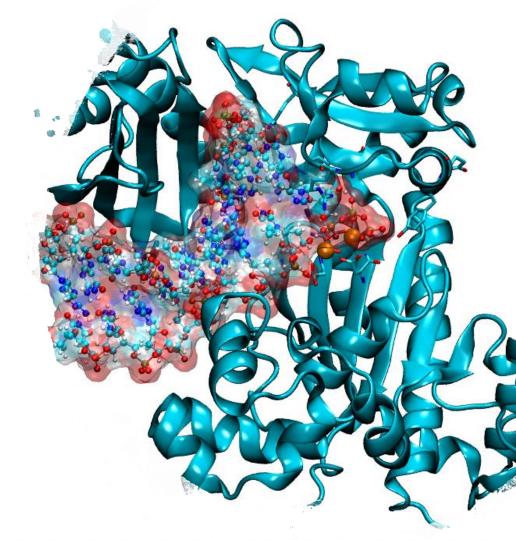




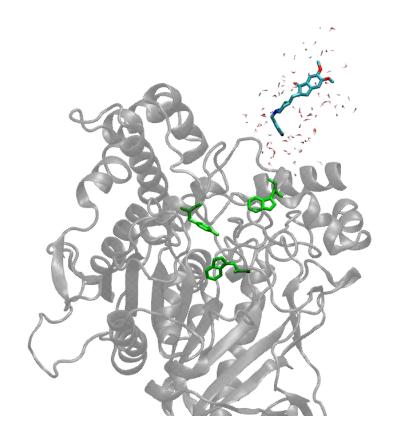


digital tech for health

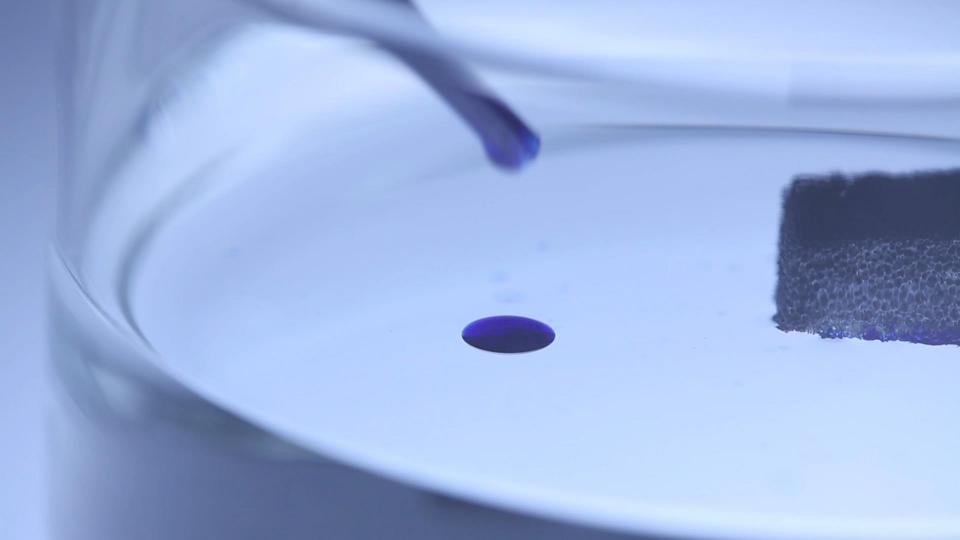
- ↓ IIT and Gaslini Children's Hospital
- ↓ 40 families analyzed
- ↓ 19,396 genes, 6Tb in 48 hours
- ↓ 150,000 variants per sample!
- ↓ 50-100 variants for manual analysis
- ↓ 1 candidate mutation found



0 ns

































ICT Focus Sector Roundtable:

UAE future agenda for digital transformation and smart cities

























Valeria Sandei CEO

Almawave an Almaviva Company



Absolute digital.

AlmavivA Group







Vertical Expertise
Longstanding Experience



Transportation

KEY CLIENTS

- Railway
- Logistics
- Local Transportation

KEY STATISTICS

- Traffic management for 11,000 trains a day
- 17,000 rail networks
- 20,000 pieces of equipment in 2,200 managed stations
- 2,000 managed fleet of trains



Public Administration

KEY CLIENTS

- Defense & Homeland Security
- Administration & Finance
- Healthcare
- Agriculture
- Education
- Welfare
- Local Authorities

KEY STATISTICS

- **32 mln** pension slips a year
- 1,5 min declarations via will to organ donation
- 1,600km radar coastal surveillance
 - €8 bin funds yearly granted and managed



Financial Services

Bank & Insurance

KEY CLIENTS

- Core Banking
- Core Insurance
- Governance & Compliance
- Connected Insurance
- BPO
- Wealth Management
- Postal Services

KEY STATISTICS

- 100 customers among Italian & international banks & insurance companies
- 20 products «Made in AlmavivA» for financial services
- 150 installations
- Leader in trust company services

Technology TrendsDeep Knowledge

Modern IT

Cyber-Security

Cloud Computing

Internet of Things (IoT)

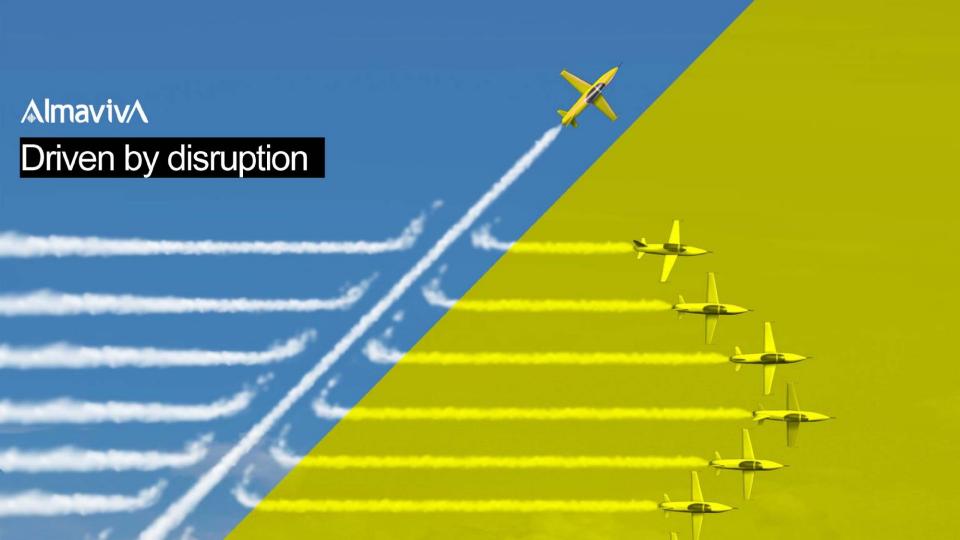
Mobile & Mobility

Big Data & Analytics

Al & Cogntive technologies



Excellence for IT



BIG DATA ARTIFICIAL INTELLIGENCE PROCESS SMART **TRANSFORMATION** VISUALIZATION **VERTICAL APPLICATIONS** 0000 44 TOURISM CULTURE EDUCATION ENVIRONMENT MANUFACTURING WELFARE INFRASTRUCTURE

TRANSPORTATION

SPORT

GOVERNMENT

FINANCE

HEALTHCARE

Sample features

Ontological mapping & search

Conversational

agent

Computer vision & OCR

Content

classification

Language processing (text|voice)

Speech recognition

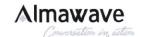
Translator

RPA

Multi-channel

technology

8



Al for Digital

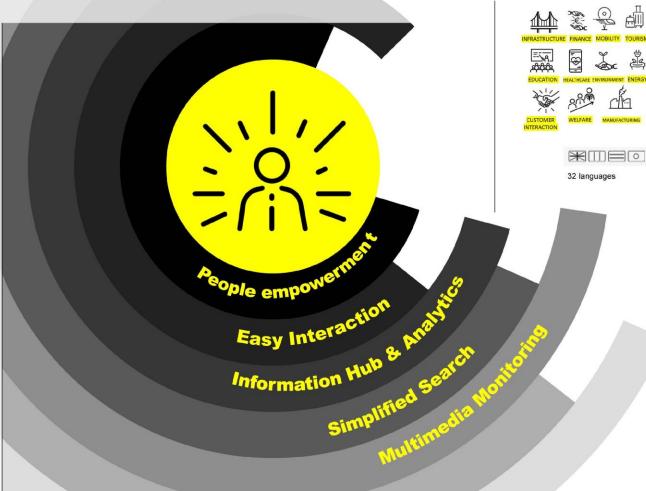
Transformation

Customer Experience

Prizes & awards

- Enabling Technology for CRM BPO Leadership Award, Europe, 2019
- Magic Quadrant for CM BPO, worldwide, 2017
- Top Ten Disruptive Companies, Italy, 2016







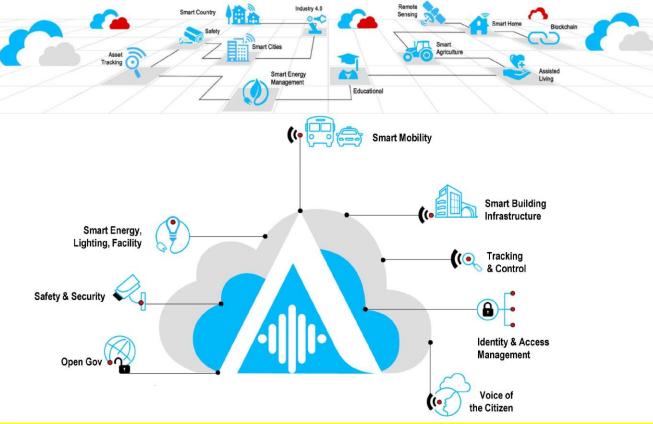
Conversation in action



IoT

Smart spaces & services enabled by IOT for a better quality of life & interaction for citizens & customers

Almaviv∧



- Advanced Big Data
- Human-Decision Support Systems
- Spatial thinking

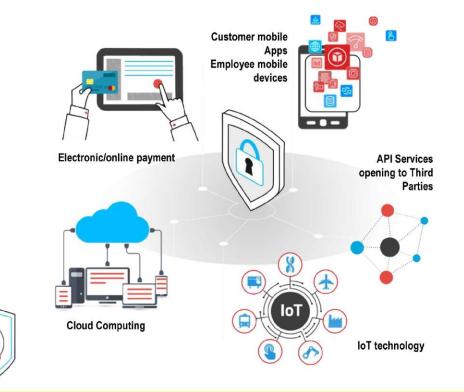
- Machine Learning & Artificial Intelligence
- Deep Learning
- Advanced human-machine interaction



Cyber Security

Fighting violations & reacting to attacks is not enough – you need to know and prevent potential threats





- Security Consulting & Advisory
- Identity & Access Management
- Advanced Cyber Security
- Threat Management

- Mobile Security
- Data Protection
- Fraud & Transaction Management
- Managed Security Services







R1 has been developed by IIT- Istituto Italiano di Tecnologia (Italian Institute of Technology), a research institute established in 2003 to promote excellence in fundamental and applied research, develop higher education in science and technology and foster the evolution of industry towards the forefront of technological innovation



R1 is a humanoid robot designed to operate in the service and domestic robotics market



R1 can take care of customers by providing assistance, information, recommendations, directions, advertisements, help and individuals, supporting a high quality of life



- Height: 115-135cm (extensible)
- Weight: 51kg

Communication system:

- Loudspeaker
- RGB display (80X32 16 bit color depth)

- stereo cameras (including RGBd)
- microphones (x4-8)
- encoders (each joint)
- six axis force/torque sensors (arms)
- tactile sensors (capacitive) fingertips and skin on the forearms
- Gyroscopes
- Accelerometers
- IMU
- lasers (x2)



Cognitive technology for humanoids

Almawave







Use cases for Expo Dubai2020

Safety

Videosurveillance

Anomaly detection

Object identification

Audio recording

Assistance

Information

Interaction

Multilingual

Italian | English | Arabic

Almawave iit if if it is the convention on officer



Absolute digital.

AlmavivA Group



























ICT Focus Sector Roundtable:

UAE future agenda for digital transformation and smart cities

















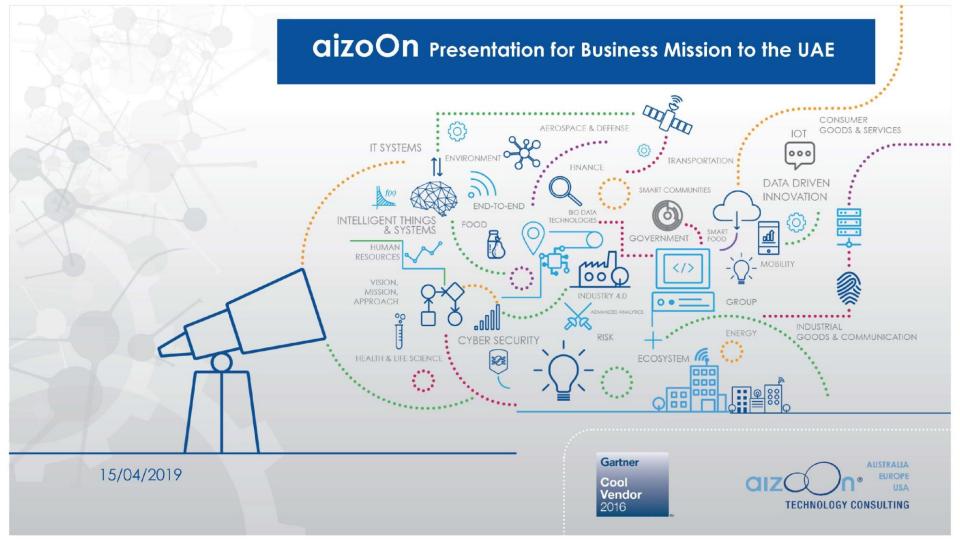






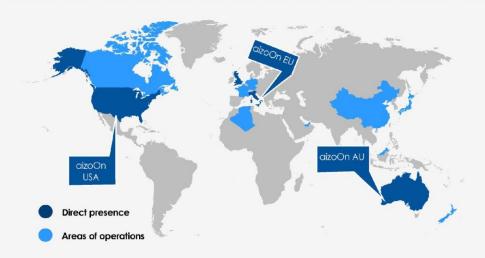


Federico Cornagliotto Partner AizoOn Technology Consulting



aizoOn

TECHNOLOGY CONSULTING COMPANY FOCUSED ON INNOVATION



Our **Vision** is to use **scientific methods** and focus **on data driven decisions** to enable a more responsible and **sustainable society**

Our **Mission** is to support our customers in their journey through the digital era, bringing strong know-how in technology and innovation

AUSTRALIA

Sydney NSW

UROPE

Torino ITA | Cuneo ITA | Milano ITA | Genova ITA Bologna ITA | Roma ITA | Bari ITA | Sheffield UK

USA

New York NY | Troy MI | Cambridge MA | Lewiston ME

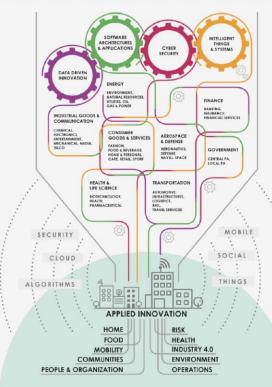
500+ engineers and specialists globally supporting our customers



aizOon Cool Vendor 2016Operational Technology in a Digital Business



aizoOn ORGANISATION & ACTIVITY LEVELS



TECHNOLOGY EXCELLENCE

the **Technology Units** oversee the entire spectrum of enabling technologies required by the digital economy

BUSINESS PROXIMITY

the **Market Divisions** ensure a thorough and attentive knowledge of the needs and transformations taking place in manned areas

ABILITY TO CREATE INNOVATION

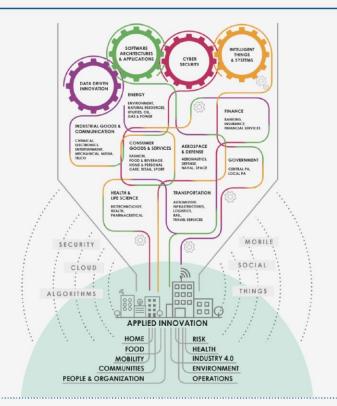
the **Applied Innovation Division** directs and coordinates the development of innovative solutions in accordance with the customer's strategic vision

aizoOn has a unique ability to support its customers at various levels





aizoOn & cybersecurity aramıs





aramis is a **network security** platform developed to reduce the "dwell" time of identification of attacks.

Leveraging machine learning algorithms, advanced cyber analytics and threat intelligence capabilities allows cyber-security analysts to make the critical decision, in real time, and protect their environment from even the most advanced cyber threats.



aizoOn



AUSTRALIA

Sydney NSW

EUROPE

Torino ITA | Cuneo ITA | Milano ITA | Genova ITA Bologna ITA | Roma ITA | Bari ITA | Sheffield UK

USA

New York NY | Troy MI Cambridge MA | Lewiston ME

Federico Cornagliotto

federico.cornagliotto@aizoongroup.com

- aizoongroup.com aizoon.com.au aizoon.us
 - aizoon@aizoongroup.com 🧿
 - aizoon Technology Consulting 0
 - @aizoongroup 0



























ICT Focus Sector Roundtable:

UAE future agenda for digital transformation and smart cities

























Riccardo Monti Executive Director Triboo

ICT Roundtable: UAE future agenda for digital transformation and smart cities

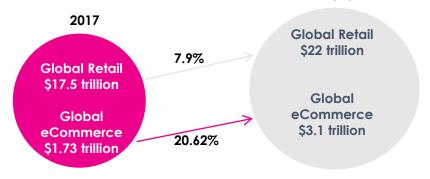
A Digital Project between Italy and Emirates

DUBAI, 15 April 2019



Global E-commerce Snapshot

Global Offline Retail versus eCommerce 2020



Number of eCommerce Shoppers Worldwide (2017)

Туре	Numbers in 2017	
Total Population - on Internet	4.1 billion (54% of population)	
- shopping online	1.66 billion (40% of Internet users)	
- mCommerce	59% of eCommerce (growing to 70% by 2020)	

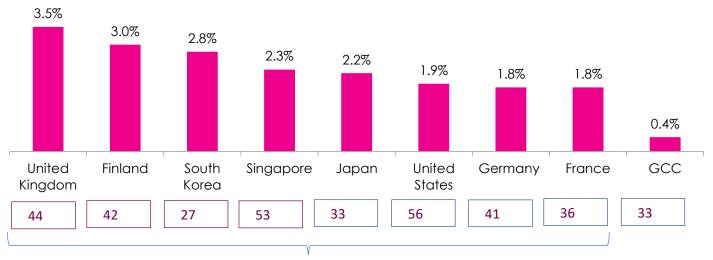
Top Retail eCommerce Players

Company	Headquarters	Market Shares of Top 6 E-tailers	Revenue (2017) (\$. Billions)				
Amazon	Seattle, Washington (USA)	72%	\$177.9				
Alibaba	Hangzhou, China	9%	\$23				
JD.com	Beijing, China	7%	\$16.9				
Walmart	Bentonville, Arkansas (USA)	5%	\$11.5				
еВау	San Jose, California (USA)	4%	\$9.6				
Rakuten	Tokyo, Japan	3%	\$8.3				

Source: Dubai Commercity Report, 2018

State Of Regional E-commerce

E-commerce as a % of GDP

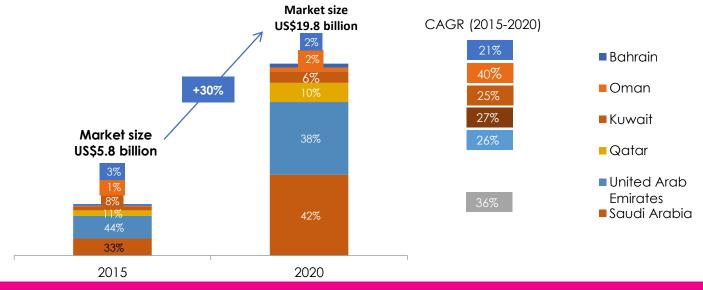


GDP per capita - nominal value (\$ thousand)

E-commerce contributes just 0.4% to GDP amongst GCC nations, despite large disposable income levels and strong telecom penetration.

Source: Market Report

E-commerce Growth Potential For GCC Nations



- Only 34% of major GCC retailers have eCommerce channels, versus 58% in the USA
- It is estimated that the GCC eCommerce market to reach approximately US\$20 billion by 2020, compared to just US\$5.8 billion in 2015
- At a 30% CAGR over 2015-2020, eCommerce is expected to outperform traditional retail growth, which is forecast to grow at a 9% CAGR over the same period

Source: Market Report

Digital State of Affairs in Luxury Fashion

Ecommerce

- Fashion brands provide exception service but struggle to translate this online
- They have been slow to implement on-site features for personalized attention
- The industry as a whole lags behind other verticals in digital sophistication

Digital Marketing

- Search drives 61% of all site traffic and is crucial for brands
- On Google branded search terms are the largest investment by luxurybrands
- Brands are also increasing spend on Product Listing Ads

Social Media

- Facebook and Instagram see near universal adoption amongst luxury brands
- Instagram has seen growth of almost 4 times that of Facebook and almost 2 times that of YouTube in terms of posts and interactions
- Pintrest adoptions remains high but growth is declining

Mobile

- Brands have shifted their attention from apps to mobile web
- While 92% of a user's time on a phone is spent of an app, only 5% is spent shopping
- Brands are deprioritizing their investments in apps as only a few shopping apps are consistently used and these are top apps like amazon, etsy etc.

Source: Digital IQ Index 2017

Debenhams -A case study on the consequences of not going digital



Debenhams an iconic British store in operation since 1778 **issued three profit warnings last year** and has been taken over by the banks after accrued debts of well over £600 million

Many in the industry believed the department store had failed to transform quickly enough, despite a new brand identity and improvements to store design last year.

Debenhams blames IT costs and leases for its exception costs write down which resulted in record losses.

"The whole problem with Debenhams is **that it's been too slow – online is not a new phenomenon and they haven't had the right solutions** and they've hung on to the store for too long,"

Catherine Shuttleworth, CEO of Savvy,

eCommerce - Best practices SEPHORA



		Offer	Awareness	Engagement	Conversion	Retention
-		Clear, distinctive, attractive features	• Effective SEA & SEO management	Brand Positioning	 Incentive for the first purchase 	Quality post-purchase experience
		Suitable variety and assortment	Efficient management of other channels performance web	• Content consistent with the target	• Service level in line with expectations	Post-purchase customer support
	Best practices	 Product or service exclusivity 	marketing • Social media coverage	Efficient online store management	 Registration and purchase process without clutches 	• Push to repeat purchase
	prac	• Competitive price	Presence of	• Functional mobile	• Pro purchase quatomor	Promote the acquisition of other
	Best	• Perceived convenience	marketplaces	experience	• Pre-purchase customer support	customers
			 Endorsement from other reliable players / partners 			Stimulate to interact through all the brand's channels
			• Display on offline channels			

Why Triboo?

- 1. We are a digital company, that combines Italian creativity with luxury, fashion and quality
- 2. Triboo is a "one-stop solution factory", staffed with over 500 professionals from 20 different countries, delivering top quality digital services since 15 years ago
- 3. With an **integrated offer** of **digital services**, **marketing sales communication**, **consulting and training**, Triboo presents itself as responsible for the full value chain tailored to Brands needs
- 4. Triboo manages **over 100 online & offline stores** with **omni-channel strategy**, as for **lifestyle**, **fashion** & **luxury** brands **Moschino**, **Roberto Cavalli**, **Alba Ferretti**, **Carpisa**, **Yamamay** Moschino
- Triboo has international coverage and with a team with extensive experience globally and specifically in the Middle East

Triboo figures



500+ professionals



1.000+



100+



digital properties



3.000.000 products shipped per year



100.000.000 marketing emails sent per year



20.000.000+ monthly visitors to our websites



30 milions
profiled users through our proprietary DMP

Triboo full range of services



Digital **Consulting**

- DIGITAL STRATEGY
- DIGITAL TRANSFORMATION
- DIGITAL INNOVATION
- ECOMMERCE OPERATIONS
- DATA MANAGEMENT



Digital Integration & Development

- PROJECT MANAGEMENT
- SYSTEM INTEGRATION
- DEVELOPMENT
- Q&I
- LOCALIZATION
- TRANSI ATIONS
- MOBILE APP DEVELOPMENT



*e*Commerce Management

- STORE MANAGEMENT
- MARKETPI ACE
- **PAYMENTS**
- INTERNAZIONAL IZATION
- CUSTOMER CARE
- LOGISTICS



China & Far East

- ECOMMERCE OPERATIONS
- RETAIL 020 & OMNICHANNEL
- LOGISTICS & SHIPPING
- STORE MANAGEMENT
- CUSTOMER CARE
- DIGITAL MARKETING
- INFLUENCERS & PR
- MULTI-LANGUAGE STAFF



Content Development

- PHOTOSHOOTING
- CREATIVITY & COMMUNICATION
- TRIBOO STUDIOS
- BRANDED CONTENT PROJECTS



Digital Marketing

- SEO
- SEM
- SOCIAL MEDIA MARKETING
- DESIGN & UX
- PERFORMANCE MARKETING
- MARKETING AUTOMATION
- LEAD GENERATION
- DIGITAL DIRECT MARKETING



Audience & Monetization

- **BRANDING SOLUTIONS**
- VIDEO ADVERTISING
- DMP
- PROGRAMMATIC

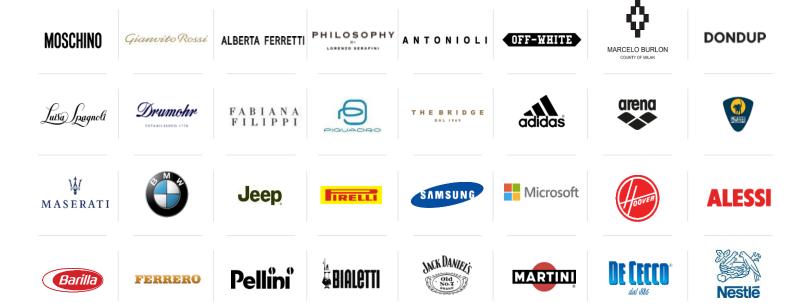


Real Time **Analytics**

- WFB ANALYTICS
- VIDEO ANALYTICS
- APP ANALYTICS
- MOBILE ANALYTICS
- CONVERSION ANALYSIS
- ROI AND ADV CAMPAIGN MONITORING
- CUSTOMER DATA OWNERSHIP
- INDEPENDENT SOFTWARE PROVIDER

... Triboo since its foundation has been actively extending its international value proposition in digital services and content

Fashion, luxury, industry and premium experiences



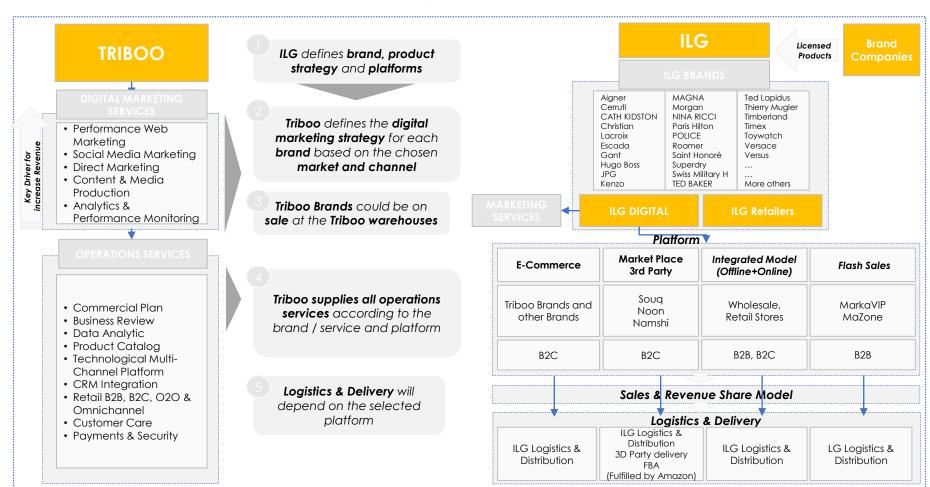
MORE THAN 1.000 CLIENTS PER YEAR

ILG as global leading company in the field of licensed watches, accessories and eyewear

ILG INTERNATIONAL LUXORY GROUP WORLDWIDE DISTRIBUTION OVER 22,000 INTERNATIONAL POS IN 90 COUNTRIES OUR WATCH AND 40 AIRLINES EUROPE **BRANDS** LUXURY, SWISS & LIFESTYLE MERICAS LUXURY THE AMERICAS MIDDLE EAST **EUROPE** ASIA 14000 **AFRICA AUSTRALASIA** DIRECT DISTRIBUTION

Covers the americas, europe, africa, middle east and asia

Built over an area of 10,000 sq mtrs, the warehouse enables ILG to operate as an integrated hub, seamlessly taking care of imports, warehousing, upkeep, maintenance, servicing, repacking, exporting and tracking deliveries to our customers and business associates



























ICT Focus Sector Roundtable:

UAE future agenda for digital transformation and smart cities

























Mr. Ettore Scardecchia

Head of Product Engineering

AVIO





Avio: a European leader in Space Launch







- Prime Contractor
- ariane 6 Partner/Supplier
- Public company, 330M€ Mkt Cap
- 900 employees, ~390 M€ revenues
- >65% free float, no controlling shareholder
- 4% Management share





Space launches grow at 5% CAGR, with few countries having launch technology

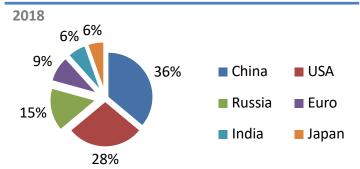


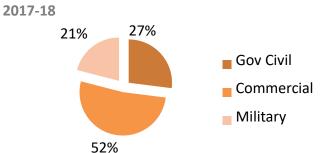
2008-2018 Total # of Space Launches Worldwide - CAGR 5%



Space Launches by launch country







1 Dedicated flights to supply the International Space Station Source: Gunter Space Page and SpaceFlightNow



Launch is the upstream part of the Space industry















Launch industry(1,2) \$ 4.6bn

Satellite manufacturing \$ 15.5bn

Ground Segment⁽³⁾ 119.8bn

Satellite services^(2,4) 128.7bn

End users

Government \$ 79.3bn



























planet.

























ORBIT

Space launch has three main sub-segments by type of orbit

GEO - Geostationary Earth Orbit

Altitude 36,000km



Altitude 3,000-22,000km



Altitude 500-2,000km





Annual avg volume: 30 launches, 160 tons



Annual avg volume: 12 launches, 19 tons



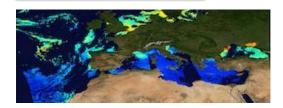
LEO - Low Earth Orbit

Annual avg volume: 55 launches, 60 tons





Niche market



Booming demand



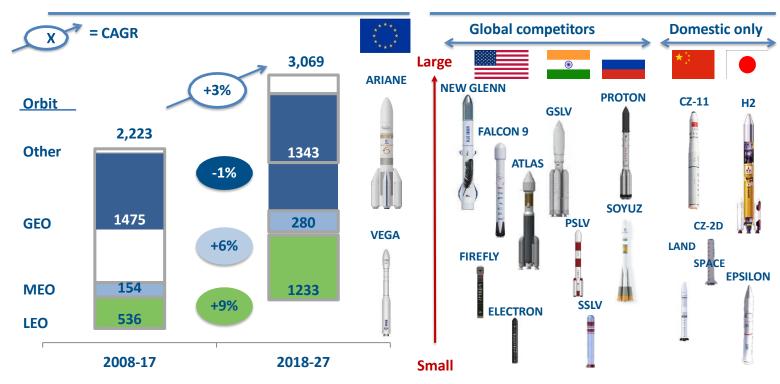


Demand requirements and product offer both evolving



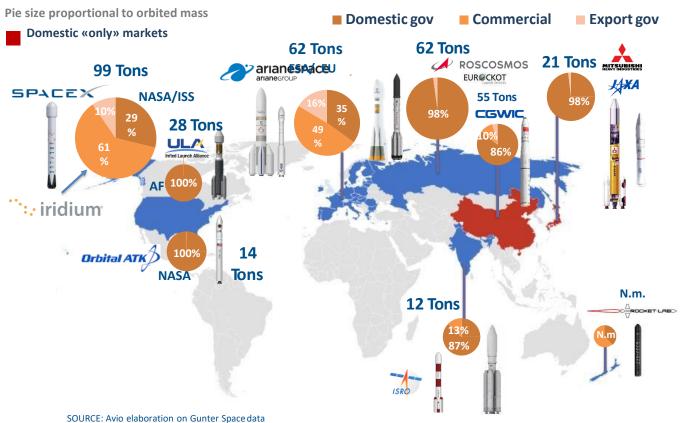


Launch service offering – World Market





Global competition vs service to domestic governments in 2018





Avio: An important heritage of corporate evolution





2003 - 2015

Avio



2017

1912 - 1967



1968 - 1990

₽FiatAvio





Industrial group (listed) Industrial group (listed) **Chemicals focus**

Aerospace focus

Cinven

THE CARLYLE GROUP

Private Equity Financial focus

Public Company Space Launchers

2 entrepeneurs (and Senators) **Defense focus**



1965 Europa launche



1988 Ariane 4 104 launches (16/year)



1996 Ariane 5 >100 launches (6/year)



2012 Vega 14 launches (2-3/year)



+ : · · ·

Avio works across the full spectrum of the European offer side



Avio activity by main product lines

Ariane 5 - Heavy launcher (Avio Industrial partner) 40% of Revenues



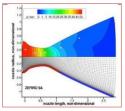
Vega - Light launcher (Avio Prime Contractor) 55% of Revenues



Avio activity by type of business

Research& Product Development

40% of Revenues





Propulsion and Launcher Production

60% of Revenues



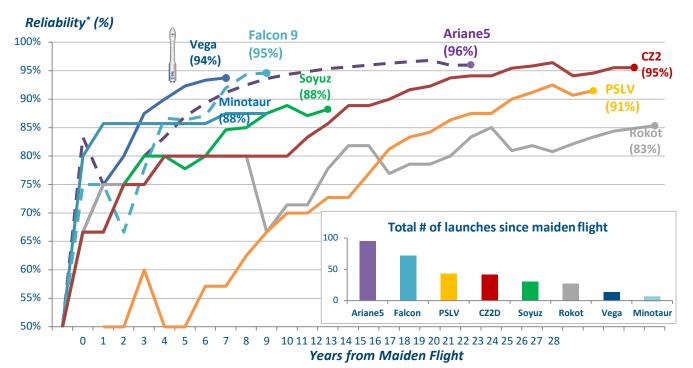




esa European launchers



Reliability matters: Vega the fastest to reach world-class levels

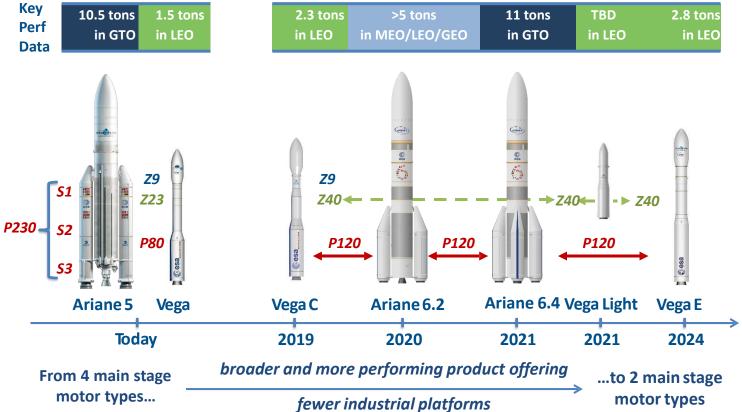


^{*} First level Bayesian estimate of mean predicted probability of success for next launch attempt (k+1)/(n+2) where k is the number of successful events and n is the number of trials

SOURCE: Avio elaboration on SpaceLaunchReport data









Revolutionary automation, advanced materials, simplification approach for main stage (P120) production







P230











Vega C Ariane Ariane 6.2 6.4

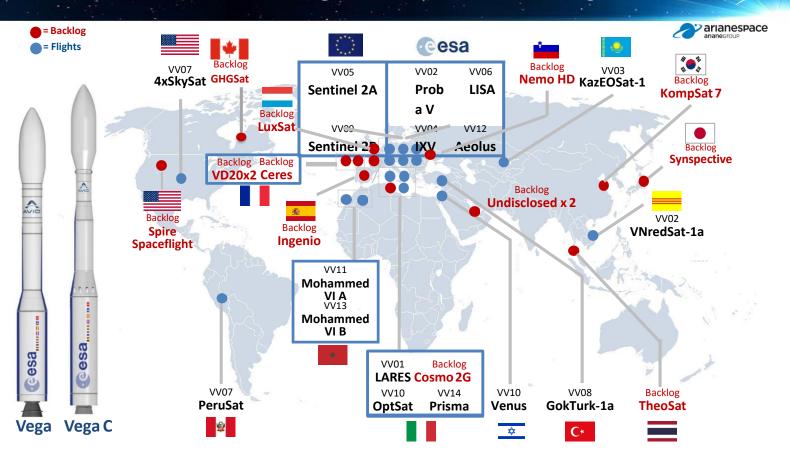
P120

Single main-stage, higher volumes

Economies of scale



Global customer base for Vega since its 2012 maiden flight







Main production facilities in Colleferro, Italy





Booster Case Facilities



P120 filament winding



Interstage manufacturing



Nozzle Production



Upper stage integration



Avio prepreg tow (patent)



Main Plants at the spaceport in Kourou, French Guiana









Mobile Gantry
Launcher Integration



EUP – Stage Integration



Regulus – Propellant casting



Development and Testing activities



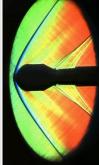
P120 Static Firing Test (July 2018, Kourou)



New SPTF facility







Wind Test Tunnel for Vega C



Z40 Static Firing Test (March 2018, Sardinia) Firing test of Vega E M10 prototype engine

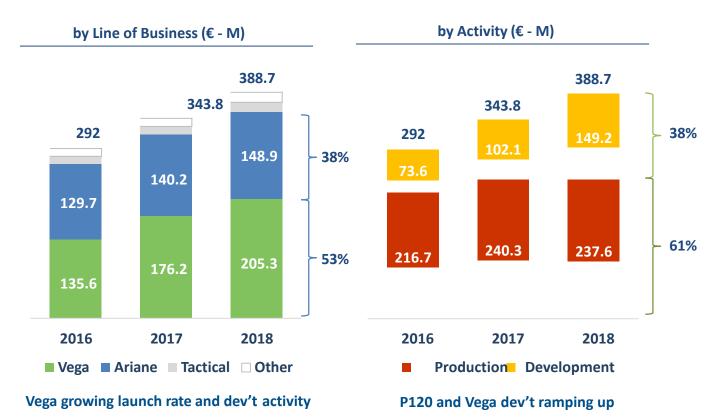




Vega C systems vibration test



Net Revenues growth fueled by Vega and development activities













Smallsat growing demand is fueled by the increasing need for advanced telecom and remote sensing services



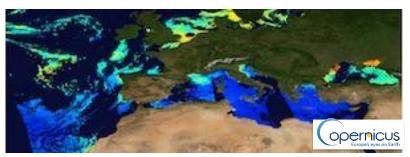




planet. Held-level detail



Satellite telephone communication



Mediterranean Sea temperature monitoring



Crop vitality monitoring





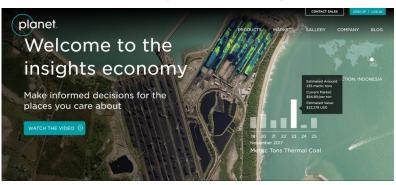
Satellite imaging is creating a new «insights economy» to support civil, military and commercial needs







Military Airfield monitoring



Damage assessment : Pre-earthquakeview



Coal production monitoring

Damage assessment: Post-earthquakeview



Avio is part of the EU critical space infrastructures also through partnership with Ariane Group





Colleferro



- System activities, mission design
- •Flight Software Factory
- •Liquid propulsion design, production,
- Stage integration (Vega)
- Test center



Turin

LOx&LNG turbo-pump design, manufacturing and assembly



Kourou European Spaceport (CSG)

- •Solid rocket motor casting (Regulus 60% Avio*) and integration (Europropulsion – 50% Avio**)
- •Vega integration and launch operations (Mobile Gantry)

Paris

 Management and design of SRM for development and production programs

Airola

manufacturing and testing







Highlights from the 2018 Consolidated Non Financial Statement

