

AI and Physical AI, from Idea to Real-World Impact

October 19, 2026, 3:30–6:00 p.m.
Assolombarda Auditorium, Milan (Italy)

Concept

A high-profile event designed to engage companies and stakeholders on Artificial Intelligence, with an evolutionary focus on Physical AI: the transition from AI as a digital tool to AI capable of perceiving, deciding and acting in the physical world through robotics, sensors, automation and autonomous systems.

Objectives

- Showcase concrete applications, moving beyond the narrative of technological hype.
- Open a discussion on opportunities, risks, skills and adoption models.
- Create a bridge between generative AI, agentic AI and Physical AI applied to real processes.

Key messages

- AI is no longer only a technology topic: it is a lever for transforming operating models.
- Physical AI represents a further step: from digital processing to action in the real world.
- Value is created through integration with processes, data, skills and measurable objectives.
- Accelerating Physical AI requires shared real-world environments where companies can test, demonstrate and scale applications, bringing together the complementary capabilities of the local innovation ecosystem.

Agenda

Time	Session	Content	Tentative speakers
15:15	Welcome and registration		
15:30	Opening remarks		Guido Guidesi, <i>Regione Lombardia</i>
15:45	Opening session: why talk about AI today	From generative AI to AI integrated into decision-making and operational processes	Marco Taisch Polytechnic of Milan, MADE
16:00	Keynote	Physical AI: when artificial intelligence takes shape	Tarek Zohdi, UC Berkeley

16:30	Use cases and applications	Testimonials across different application areas	Coco Robotics Multiply labs - Enrico Racca (AD Italia) Fincantieri
17:00	Panel: Ecosystem and Innovation players	How to bring together local innovation capabilities	Stefano Venturi (Assolombarda) Fabrizio Grillo (Federated Innovation), Fred Parietti (Multiply Labs), Marina Brambilla (UniMi), Federica Ingrosso (Simest)
17:45	Conclusions and call to action		Alvise Biffi, President Assolombarda Giovanni Bozzetti, President Fondazione Fiera Milano
--	Demo / experience corner	1. Demonstration area featuring prototypes, videos, simulations or interactive experiences 2. Contact desk	