

DRIVING NEXT GENERATIONS INTO FUTURE MOBILITY

MOBIUS LAB
CONFERENCE 2025

4.03.2025

H. 9.00 - 16.30

LOCATION: **MILANO**
SDA Bocconi
Via Sarfatti, 10 • Milano



9.00 • REGISTRATION AND COFFEE

9.30 • CONFERENCE OPENING AND WELCOME

Paola Cillo, Associate Dean for Research - Claudio Dematté Research Division, SDA Bocconi

Fabrizio Zerbini, Scientific Director, MOBIUS Lab, SDA Bocconi

9.45 • KEYNOTE SESSION – MOBIUS PROGRAM 2024-2025: RESULTS PRESENTATION

MOBIUS Lab Presenters:

Stefania Borghini, Associate Professor of Marketing, Bocconi University

Armando Cirrincione, Lecturer in the Marketing Department, Bocconi University

Discussants:

Ludovico Campana, Co-Founder, TUC.technology

Cleto Carlini, Direttore Settore Mobilità, Comune di Bologna

David Falconi, Founder, Kooling

Luca Zorloni, Head of Editorial Content, Wired Condé Nast

11.45 • COFFEE BREAK

12.00 • PANEL DISCUSSION – DRIVING NEXT GENERATIONS: LEVERAGING TECHNOLOGIES AND MODALITIES

Chair: **Oliviero Baccelli**, Member of the Scientific Committee, MOBIUS Lab, SDA Bocconi

Guest Speakers:

Marco Biffoni, Commercial & Business Development Director Italy, Alstom

Arianna Fabri, Director Strategy & Business Development, ATM

Georg Gufler, CEO, Doppelmayr

Mario Tartaglia, Director FS Research Centre, FS

13.30 • COFFEE BREAK

14.30 • PANEL DISCUSSION – DRIVING NEXT GENERATIONS: LEVERAGING BUSINESS & INSTITUTIONAL MODELS

Chair: **Carlo Alberto Carnevale Maffé**, Associate Professor of Practice di Strategy and Entrepreneurship, SDA Bocconi

Guest Speakers:

Ilaria Gavuglio, President, AMT Genova

Massimo Rovatti, Head of Smart Mobility, Enjoy

Gian Luigi De Mitri, Strategy & Business Development, SIAD

Michele Maria Ruggiero, Innovation Director, Toyota Financial Services, Kinto

Paolo Zaccardi, Co-Founder & CEO, Fabrick

16.00 • CLOSING REMARKS

FAREWELL COCKTAIL

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