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**14TH CONFERENCE
ON INTERNATIONAL EXCHANGE OF PROFESSIONALS**

SHENZHEN · APRIL 16-17, 2016

ACTIVITY REPORT



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CITTÀ DELLA SCIENZA

**CONFERENCE ON INTERNATIONAL EXCHANGE OF PROFESSIONALS
(CIEP) · 16-17 APRIL 2016**

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INTRODUCTION

On 16-17 April 2016, the 14th edition of the **Conference on International Exchange of Professionals (CIEP)** took place in Shenzhen, for a long time identified as the point of convergence for professionals, entrepreneurs and officials from all over the world to discuss the most relevant topics at global level. The conference is a world-renowned event promoted by the State Council of the People's Republic of China and by the State Administration of Foreign Affairs and annually focused on topics of big economic and social relevance.

After the success of the 2015 edition dedicated to the 3D printing technologies, Città della Scienza promoted and organized the participation of an Italian delegation to the 2016 edition, under the mandate of the Italian Ministry of Education, University and Research (MIUR) and as member of the International Technology Transfer Network (ITTN).

The experts and professionals met in Shenzhen for the 14th edition of the CIEP and discussed the several implications of the "Global Innovation Cities". The theme selected can be considered perfectly in line with the trend topic of the Smart Cities, that during the last years became more and more popular in China due to the rampant urbanization and the related social and environmental issues.

Experts flew in Shenzhen from all over the world (US, Canada, Russia, Italy, Finland, Germany, Spain, Slovenia, Thailand, India ect) for the two-days convention. The program included a series of sub-section where Città della Scienza took part as representative of the Italian research centers, institutions and companies eager to present their expertise and results in such a global and multi-dimensional context as the one provided by the Conference on International Exchange of Professionals (CIEP).

The delegation was therefore formed according to the goals pursued by Città della Scienza and by the International Technology Transfer Network (ITTN), that is currently strongly committed in investigating the potential implications of the technology transfer topic in the development of global innovation cities and in the spread of "smart" medical and health solutions.

ABOUT THE CONFERENCE

Launched by the **State Administration of Foreign Experts Affairs (SAFEA)**, with the approval of the **State Council**, the **Conference on International Exchange of Professionals (CIEP)** is an annual conference taking place since 2001.

Initially designed as an itinerant event among the Chinese provinces, from 2007 the conference is based in Shenzhen, the core of the Country's manufacturing and innovative activities, with an active sponsorship of the municipal government. Nowadays the CIEP is still the main national event aimed at attracting foreign experts from international institutions and companies, favoring the exchange of talents, projects, knowledge and technologies applied to different fields.

The **International Technology Transfer Network (ITTN)** is also one of the main sponsor and co-organizer of the event.

The 2016 edition of the CIEP took place in the **Shenzhen Convention and Exhibition Center**, a 65 thousand square meter exposition and congress area hosting more than 105 activities and about 80 thousand total participants. Among them more than 4500 delegations attended the event representing professional associations, universities, research centers, agencies and high-technology content enterprises from 73 countries all over the world.



Inside the Shenzhen Convention and Exhibition Center

2016 THEME

Following the goals and the vocation of the **International Technology Transfer Network (ITTN)** and of the other conference organizers, the 2016 edition hosted different thematic panels: besides the experts attracted to discuss the brand new “Internet Plus” national strategy - and focused on the application of the information technologies to the traditional and conventional industries - a core part of the conference centered around the emergence and the increasing importance of the cities as global innovation units within the sub-section called “**2016 China International Innovation City Development Forum**”. The “smart city” concept is in fact one of the most popular trend topics in the recent global and Chinese policies, as confirmed by the number of participants that joined the conference. In particular, the sub-forum dealt with the concepts of innovation-driven development, new-town strategies, public entrepreneurship and innovation. All this fields have attracted during the last years a considerable number of institutions and resources, starting new cooperation relationships between China and the rest of the world, as well as at sectoral and regional level.

THE ITALIAN PARTICIPATION TO THE CONFERENCE

Following the success of the participation to the previous edition of the CIEP in 2015, the current edition confirmed the prominent role of Città della Scienza not just as participant institution, but also as coordinator of the Italian delegation through the joint mandate of the Italian Ministry of Education, University and Research (MIUR) and the International Technology Transfer Network (ITTN), which since 2014 sees among the members of its steering committee the CEO of Città della Scienza **Vincenzo Lipardi**. The mandate of the MIUR entrusted Città della Scienza with the role of linking the Italian academic, entrepreneurial and innovation system together with the various actors and international representatives that attended the conference, presenting a structured and high-level team. Besides **Mariangela Contursi**, Director for the Business Innovation Center – BIC of Città della Scienza and head of the Italian delegation, the group of participants included **Andrea Gumina**, Counselor of the Cabinet of the Italian Ministry of Economic Development (MISE), **Luigi Campitelli**, Director of Lazio Innova S.p.A., **Antonio Cianci**, CEO of Advanced Materials SRL, **Chen Hong**, former visiting professor at the Second University of Naples and Professor at the East China University of Science and Technology, **Ling Bin**, Director of the Marketing Department of Dedalus Healthcare Systems Group and **Jiang Kelly**, Sales & Marketing Manager of GEWISS S.p.A. The State Administration of Foreign Experts Affairs (SAFEA) invited also about 150 professional associations that took part to the conference.



Exhibition booth of Città della Scienza within the “China International Innovation City Development Forum” exhibition area.

PROGRAM AND ITALIAN SPEAKERS

The Italian delegation took part to the several panels and sub-forums of the conference, as well as to the various activities scheduled during the second day of the event. **Mariangela Contursi**, Director of the Business Innovation Center – BIC of Città della Scienza and the other participants took part both as speakers and as audience representing the different institutions belonging to the network of Città della Scienza at national level.

The conference program was scheduled during two full days.

On April 16, after the opening speech pronounced by the secretary general of the International Technology Transfer Network (ITTN) **John Zhang** - then followed a speech by the executive director Chen Ning - the inaugural session of the conference included four speeches on the topic of the innovation cities. Among these, **Andrea Gumina**, expert in the field of innovation, digital economy and smart cities at the Cabinet of the **Italian Ministry of the Economic Development (MISE)**, intervened as first speaker. During his speech, Dr. Gumina focused on the latest Italian trends in terms of “**Smart Cities**” policies not just as a tool to upgrade citizens’ quality of life, but in terms of effective industrial policies. **Expo 2015** was therefore mentioned and illustrated as case study to show the implementation of the new course of policies at local and national level. Dr. Gumina’s speech presented the set of indicators used to evaluate the results of the transition towards “smart practices” and announced the commitment of the **Italian Ministry of Economic Development (MISE)** in order to make **Italy** an **open laboratory** for further experiments in this sense by supporting joint projects and partnerships with multinational consortiums or other governments. Dr. Gumina took also part in the visit to the **New Longhua District** in Shenzhen during the second day of the conference and, in particular, to the **Jinxu Science Park**.



Andrea Gumina’s speech during the opening session of the “China International Innovation City Development Forum”

Later on, the afternoon session included an in-depth analysis of the definition and the strategies for a potential development of the global innovation cities and, moreover, of the original elements guiding the transition from traditional ones to innovation cities. In this afternoon session were therefore included the speeches of **Mariangela Contursi** and **Luigi Campitelli**, representing respectively the Business Innovation Center of Città della Scienza and the Lazio regional company Lazio Innova S.p.A..

Mariangela Contursi presented the experience of Città della Scienza as an example of good integration among culture, innovation and cooperation in the context of knowledge-based local growth. Within the general framework provided by the National Research Plan and according to the paradigm of the scientific parks model of development, Città della Scienza became a long-term stable project at local level, at the same continuously increasing its degree of internationalization, especially towards China. In this sense Mariangela Contursi explained the detailed strategy by presenting the China-Italy Science, Technology & Innovation Program, the project of internazionalization of the Italian research/entrepreneurial resources created and cultivated by Città della Scienza during the last decade and now fully functioning. Mariangela Contursi therefore presented to the audience the 2016 edition of its main event, the **Italy-China Science, Technology & Innovation Week**, that will take place in **Bergamo, Bologna** and **Naples** on **25-27 October 2016**, informing potential participants about the program and the goals of the initiative.



Mariangela Contursi's speech during the "China International Innovation City Development Forum"

As for **Luigi Campitelli**, representative of the Lazio Region society Lazio Innova S.p.A., his speech focused on the presentation the smart strategies developed during the last years and applied in different fields as, for example, the agrifood production, the cultural heritage, the innovation and research activities, the policies of urban planning and mobility and so on. The results put in light the good interaction established between the Lazio Region and the National Agency for the Innovation ENEA, but also the importance of several other initiatives conducted by private companies and actor for the valorization of the local resources. Dr.Campitelli concluded his speech by presenting the two main events organized in the context of the new smart policies put in practice by the Lazio Region, the **2016 Maker Fair** and the **2016 Meet in Italy for Life Science**, that will take place both in Rome during October, immediately before and after the **Italy-China Science, Technology & Innovation Week** coordinated by Città della Scienza.

The same panel included also the presentation of a project jointly conducted by the **East China University of Science and Technology** and the **Second University of Naples** in the field of the smart design technologies and presented by **Chen Hong**, former visiting professor in Naples and now teaching in the East China University of Science and Technology, who has been working for several months for the project supervised by the Rector **Giuseppe Paolisso** and the Professor **Antonio Apicella** on the potential design solutions for elderly innovative materials and devices.



Luigi Campitelli's speech during the "China International Innovation City Development Forum"



Chen Hong's speech during the "China International Innovation City Development Forum"

On behalf of the Italian company Gewiss S.p.A., global leader for the production of systems and components for low-voltage domestic electric devices, **Kelly Jiang** - Sales & Marketing Manager for the Chinese branch - joined the Italian delegation.

Together with the “China International Innovation City Development Forum”, the 2016 edition of the CIEP also hosted the annual event of the **Personal Connected Health Alliance (PCHA)**, the association in charge of the promotion of the professional exchanges and of the technological transfer in the health and medical field at global level. The scope of action of the PCHA was included and discussed in a specific sub-forum, the “**CONTINUA China Spring Meeting – Smart Health City Summit**”, that was attended by some Italian participants engaged in the research or production of smart medical and biomedical solutions.

On behalf of Dedalus Group, national and international leading company in the field of the healthcare IT, the Chinese Marketing Department Director **Ling Bin** joined the Italian delegation: his speech focused on the presentation of a case study based on the implementation of inter-operability platform called X1.V1 and jointly realized by Dedalus Group and the Chinese company Sunway. The platform succeeded as a well-functioning administrative tool assisting healthcare providers in collecting and linking all the information produced by public and healthcare institutions, as well demonstrated by the Italian national healthcare system. Dedalus Group, together with his partner Sunway, has been recently engaged as subcontractor for the Daqing municipality in the province of Heilongjiang, where the platform represented a strategic solution for linking all the healthcare services of the city, counting more than 2 million users. The success of the implementation left room for several speculations on the possibility to extend the use of the platform in other cities or provinces, with an unpredictable growth in terms of visibility for both the platform and the developers.



Part of the Italian delegation during the visit to the Longhua New District

The second day of the conference offered lots of meaningful moments and occasions. Together with the activities belonging to the general Forum , different morning sessions focused on the role of the universities and of the innovative research centers in boosting the growth of the urban centers, collecting and presenting several best practices from different parts of the world. Finally, between the late morning and the afternoon sessions, several speeches focused on the specific implications of the topic within the Chinese institutional context.

Besides the general program taking place in the **Shenzhen Convention and Exhibition Center**, some members of the Italian delegation joined a side activity and went to the Longhua New District.

MISSION TO THE LONGHUA NEW DISTRICT

During the second day of the conference, specific visits were scheduled in addition to the general panels. One of these was organized at the Longhua New District in Shenzhen and, more specifically, within the **Jinxu Science Park**. The district, established in 2011, is already an outward production and economic structure for the manufacturing, trading and information technology industry. During the last years, the district was identified as a potential cluster in the field of the energy industry and new materials. The territorial mission was attended by a delegation made up of some Italian participants as **Andrea Gumina**, Counselor at the Cabinet office of the Italian Ministry of Economic Development (MISE), **Mariangela Contursi**, Director of the Business Innovation Center – BIC of Città della Scienza, **Luigi Campitelli**, Director of the Lazio Region Agency Lazio Innova S.p.A. and **Antonio Cianci**, Director of the Sino-Italian Technology Transfer Centre and Counsel of the Prime Minister Office. During the first part of the visit three keynote speakers talked about the science and technology cooperation existing between China and Corea, the energy efficiency project conducted by the UN agency UNIDO and, finally, about the Italian experience in terms of smart cities policies and practices through the speech of **Andrea Gumina**.

The mission let the participants engage in a fruitful discussion with the other representatives and explore potential cooperation possibility through a B2B session.

CONCLUSIONS AND FOLLOW-UPS

The 2016 edition of the Conference on International Exchange of Professionals (CIEP), as the previous one, has been a fruitful occasion both for Città della Scienza and the other participants included in the delegation under the general mandate of the Italian Ministry of Education, University and Research (MIUR), confirming the strategic role of the event and of its objectives on a wide range of topics and through the discussion with international experts.

The conference has been the chance for many participants to restore the contacts and relationships established last years as well as an important showcase for the promotion of the **Italy-China Science, Technology & Innovation Week**, due to the high number of interested attendees and potential participants the event.

Furthermore, the presence of a representative of the Italian **Ministry for the Economic Development – (MISE)** was crucial to further strengthening the bilateral cooperation between the two countries on the topic of smart cities, internationalization and technology transfer of the Italian expertise in this field: Italy is currently promoting the transition from “green” urban policies to “smart” solutions applied to the urban centres, communities and industry. The topic of the innovative cities was examined through the analysis of several connections existing among different cities, countries as reported by representatives from Canada, Thailandia, Israel at international level and Rotterdam, Finland and Slovenia as European examples.

During the visit to the Longhua New District, finally, the participants had the chance to directly observe the design and implementation of talents and investments attraction policies in specific districts in order to make those areas suitable for innovative activities.



Group picture of the participants to Longhua New District visit

LIST OF THE PARTICIPANTS

- **ANDREA GUMINA**, Italian Ministry of the Economic Development-MISE,
Counselor for innovation, digital cities and smart cities at the Minister Cabinet Office
- **LUIGI CAMPITELLI**, Lazio Innova S.p.A., Executive Manager
- **MARIANGELA CONTURSI**, Città della Scienza, Director of the Business Innovation Center – BIC
- **ANTONIO CIANCI**, Advanced Material Srl, CEO
- **CHEN HONG**, former visiting professor at **Second University of Naples**,
Professor at **East China University of Science and Technology**
- **LING BIN**, Dedalus Healthcare Systems Group, Marketing Department Director
- **JIANG KELLY**, Gewiss S.p.A., Sales & Marketing Manager

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