

SUMMER MEETING

2024

**PETRONE GROUP HEADQUARTERS
VIA DELLA LIBERAZIONE 111
NAPOLI**

**20 – 21
JUN**



PROGRAM

Thursday 20 June

- 14.30** Registration
- 15.00** Opening session
Lorenzo Pradella - BrYet Europe,
Italy HLG President
- 15.15** Why does Artificial Intelligence scare people so much (and why shouldn't it)?
Gianluigi Bonanomi - Digital Communication Trainer
- 16.00** Generating value from AI without being overwhelmed by it: the "real" case of Angelini Industries
Stefano Brandinali - CinO Angelini Industries
- 16.45** Case studies on how AI is revolutionizing BD&L in Healthcare
Antonio Crinieri - CEO & Founder B4 Tech Group
- 17.30** Round Table
AI: lights, shadows, challenges and curiosities
G. Bonanomi - Digital Communication Trainer
S. Brandinali - CinO Angelini Industries
A. Crinieri - CEO & Founder B4 Tech Group
D. Tatangelo - ICT & HR Consultant
- 18.00** *Toast*

Friday 21 June

- 9.30** IHLG Assembly
- 10.30** *Coffee Break*
- 10.45** Entering the Biosimilar Market through Licensing: What Could Go Wrong?
Richard Brown - Managing Partner Plexus Ventures
- 11.30** Biosimilars: a market balanced between great opportunities and demanding challenges
Massimiliano Rocchi - CEO Egualia
- 12.15** Conclusions
Lorenzo Pradella - BrYet Europe,
Italy HLG President
- 12.45** *Networking Lunch*



June 20 -21 2024

CONGRESS VENUE

Petrone Group Headquarters
Via della Liberazione, 111
Napoli



SUBSCRIPTION FEE

€150.00 + VAT for Italy HLG members

€250.00 + VAT for non-members

Both subscription fees include meetings, cocktails, coffee breaks, lunch



OVERNIGHT STAY JUNE 20

For those wishing to book a room at MONTESPINA PARK HOTEL NAPOLI, an option has been activated at a cost of €159.00 + VAT per room (DUS - double single use) + €4.50 (City tax). Until stocks last. The room reservation can be made exclusively through the event registration portal, which will send a total including the cost of the room, to be paid directly to the Fenicia Events & Communication organizational secretariat.



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