



ROMA



Encouraging and developing joint R&D activities between Italy and China

鼓励并发展中意联合研发活动

China-Italy Projects  
Matchmaking Session



中意项目媒介培训课程

Supporting Innovation through Thematic Clusters:  
Culture, Education and Tourism

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9 April 2019 Brussels

14th High Level Forum on  
Regional and Urban Policy Cooperation



- 1. The Open City IoT Smart Lab of Rome**
- 2. Research and Innovation Activities and Projects**
- 3. The Convention Bureau of Rome and Lazio: the Smart Mice Platform**
- 4. Cooperation with China: Smart Technology Parks**
- 5. Next dates in Rome**





REGIONE LAZIO



### Primary objectives

- The Open City IoT Smart Lab is a laboratory dedicated to Research and Innovation in the field of *Smart City*.
- Organization of conferences, events and seminars
- Strategic alliances with highly innovative companies and universities for the implementation of joint research activities.
- Internationalization and dissemination of scientific results.





LAZIO  
INNOVA

SMART  
TOURISM &  
CULTURE

LOGISTIC

Open City  
IoT smartlab

SMART  
AGRICULTURE

EDUCATION  
AND  
COACHING

Regional  
Smart Specilisation Strategy

BLOCKCHAIN

OPEN CITY  
SMART  
CLUSTER

e-HEALTH  
CARE

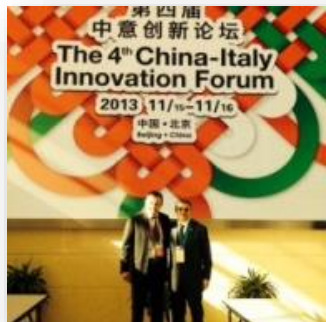


# 第四届中意创新论坛

The 4<sup>th</sup> China-Italy Innovation Forum

2013年11月 中国 北京 November, 2013 Beijing, China

Italian Minister of Research and University : Maria Chiara Carrozza  
Chinese Minister of Science and Technology : Wan Gang



Italian Minister of Research and University : Stefania Giannini



**ITALY - CHINA**  
SCIENCE, TECHNOLOGY & INNOVATION WEEK  
25-27 OTTOBRE 2016  
BERGAMO - BOLOGNA - NAPOLI





**05-04-2015 China-Italy Projects  
Beijing Jiao Tong University**



**04-04-2015 China-Italy Projects Match Making Session  
Beijing International Convention Center**



**18-05-2015 “Innovation and Smart Cities”,  
Tianjin Meijiang Convention and Exhibition Center  
Tianjin Investment and Trade Fair PECC  
Jinghai County, Binhai new Area, Nsp, University**



**10-06-2015 China\_EU Industrial Cooperation  
and Investment Fair Liu Zhou**





**03-2015 China Summit  
Shanghai Jiao Tong University  
SJTU Advanced Industrial Technology Research Institute**



**IEEE International Conference on Computer Science and Information  
Technology IEEE ICCSIT Chengdu**

**DEMO THE WORLD INNOWAY**



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OPEN CITY IOT  
SMARTLAB

Research &  
Development

Technological  
Transfer

Internationalization  
Education

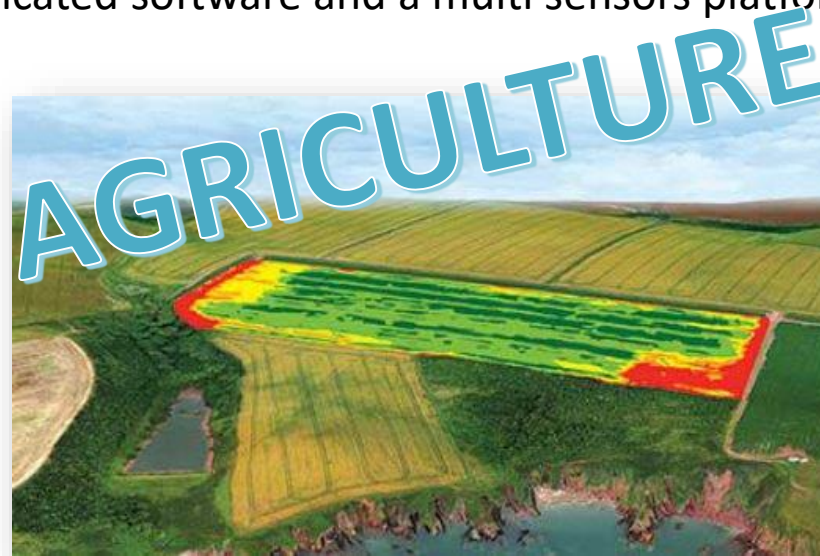
- Application Areas**
- Smart City
  - Smart Building & Smart Home
  - Smart Mobility & Smart Grid
  - Smart Manufacturing
  - Smart Agriculture
  - E-Health
  - Smart Tourism





The **AgriDrone Vision** project focuses on the development of **an Innovative Integrated System for Precision Farming**.

The system integrates innovative technologies like autonomous aerial and terrestrial drones platform, monitoring system and dedicated software and a multi sensors platform.



# TECHNOLOGY

AgriDroneVision Integrates innovative technologies:

- Autonomous Aerial and Terrestrial Drones platform
- Monitoring system and dedicated software
- Multi sensors platform

Main focus on high quality imaging data



**DRONES  
PLATFORM**



**SENSORS  
PLATFORM**



**MONITORING  
SYSTEM**





CE.R.S.I.T.E.S.  
CENTRO DI RICERCA E SERVIZI PER  
L'INNOVAZIONE TECNOLOGICA SOSTENIBILE



SAPIENZA  
UNIVERSITÀ DI ROMA

# SMART GREEN BUILDINGS

A photograph showing the construction of a modular wood-structure building. The building is made of dark wood panels and is being built on a wooden platform. Two workers are visible on ladders, working on the structure. The building is surrounded by trees and a dirt ground.

“Innovative system integration of **modular wood-structure building solutions** toward Zero Energy goals including a Smart Platform oriented to the Energy Management, to the Life Cycle Assessment, to the Facility Management of the building, to represent all functional and physical features through the use of BIM (Building Information Modeling) technologies, from early design phase to all maintenance activities, until the final stage of recycling”





Innovative Integrated Digital Platform dedicated to the development of the MICE (Meeting, Incentive, Conference, Exhibition) industry in Rome and in the Lazio Region. The Smart Mice Platform integrates innovative specific functionalities, modules and operational tools allowing a more effective territorial marketing actions.



**SMART MICE PLATFORM (Meeting, Incentive, Conference, Event)** is the new project of the Convention and Visitors Bureau of Rome and Lazio promoting the main destinations in Rome and Lazio which are very suitable for MICE tourism and revival the sector of conference tourism in Rome.

What the platform can do:

- Classification of City and Regional MICE Tourism
- Improving sales channels
- Supporting the destination with the new brand of "Rome MICE"
- Provide innovative digital services

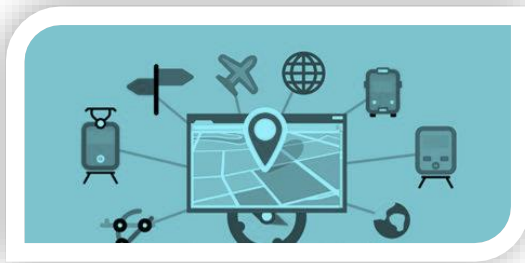


The Project is supported by nearly 300 Partners and all main “tourism stakeholders” which are highly specialized and qualified local touristic and congresses operators allowing to find out the best venues for any event in Rome.



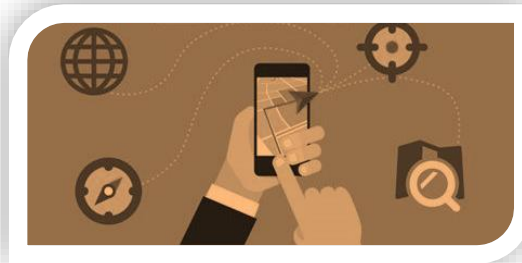


## PLATFORM



- Front-End
- Back-End
- Functional Modules

## DIGITAL APPLICATION



- QR Code We Chat
- Virtual Tour 360
- Augmented Reality
- Virtual Reality

## CONTENTS AND FUNCTIONS



- Module PA, BBCC
- Module Tourist MICE

Integrated digital technologies for the networking of touristic offers and services  
International promotion, including specific markets (China, ASEAN)



# DIGITAL CONTENTS: INTEGRATION WITH WE CHAT PLATFORM



## Vento d'Italia 意风

La piattaforma digitale per l'accoglienza dei turisti cinesi  
 致力于服务中国游客的数字平台



## ECOSISTEMA WECHAT 微信

Grazie al canale ufficiale acquisito tramite una licenza di utilizzo interna all'ecosistema Wechat, Vento d'Italia riesce a dialogare con i turisti cinesi in Italia e in Cina nel modo più efficace possibile offrendo molteplici possibilità.

通过在微信公众平台中获得的官方账号，“意风”能够用最有效的方式与中国游客进行对话，提供多种交互的可能。

Italian Lifestyle è la prima azienda italiana ad operare in ambito turistico all'interno di Wechat per accogliere i turisti cinesi nelle città italiane.

Italian Lifestyle 是意大利旅游相关产业中第一家在微信运营的公司，致力于服务意大利各个城市中的中国游客。

## PIATTAFORMA ROMA



We Chat for Chinese tourism to extend the potential communication, contact and interaction of the platform towards the Asian ecosystem, focusing on Chinese users.





# DIGITAL CONTENTS: AUGMENTED AND VIRTUAL REALITY

## 1 Segnaletica Interattiva

Sistema di segnaletica turistica con tecnologia **Qr Code** e **Chip NFC**. Soluzione ideale per rendere **più accessibile** l'intero patrimonio culturale e artistico di una città o di un sito archeologico. Grazie ai Qr Code e agli NFC è possibile accedere a delle **schede informative**, on line, dove sono contenuti tutti i **servizi interattivi** che assisteranno il turista.

Per provare la Segnaletica Interattiva:

- Apri un qualsiasi lettore di Qr Code;
- Inquadra il Qr Code;
- Il software riconosce il Qr;
- Vedi il **contenuto multimediale**.

Se non hai un lettore Qr scarica l'app gratuita **SkyIApp**.

## Modelli 3d

La **Realtà Aumentata** può essere utilizzata anche con modelli **3D**. Qui a fianco, inquadrando il marker con l'app **SkyIApp**, sarà possibile vedere il modello **3D** della **Statua di Santa Rosa**, patrimonio mondiale **Unesco**, a **360°**. Ruotando o inclinando l'immagine o il telefonino sarà possibile vedere il **3d dal punto di vista che preferite**, per capire meglio la maestosità della statua.

LA MACCHINA DI SANTA ROSA

Hotel Rex Rome

360° ITALY

## Realtà Aumentata

La **Realtà Aumentata** è una tecnologia che consente, mirando con lo smartphone o il tablet l'immagine che si è **"aumentata"**, di sovrapporre un livello di contenuti attivi, multimediali, con suoni, voci, video a vostra scelta. L'oggetto (quadro, reperto o prodotto fisico di qualsiasi natura) **prenderà vita** davanti ai vostri occhi e narrerà la sua storia **in modo straordinario**. Per provare questa incredibile tecnologia basterà scaricare **la nostra app gratuita SkyIApp** per **Android** o **iOS**.

Per saperne di più guarda il video: <https://youtu.be/AS9Aaiym2Q8>

Download on the App Store  
GET IT ON Google Play

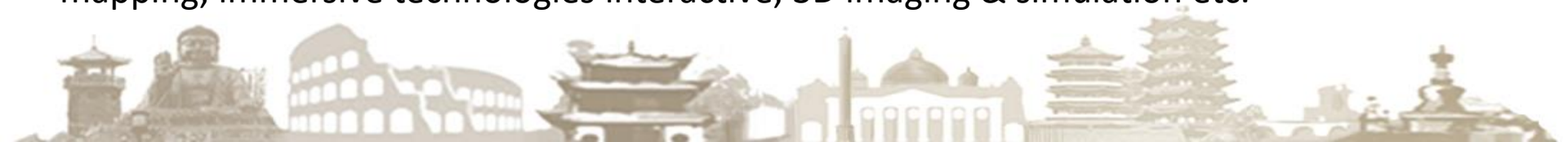
## Placche Interattive

Spesso le complessità architettoniche delle città necessitano soluzioni ancora **meno impattanti**, oppure dei sistemi informativi che **non temano gli atti vandalici**. Da qui nascono le **Placche Interattive in porcellana 100% italiana**. Questo tipo di prodotto, grazie alla particolare cottura, denominata **"terzo fuoco"**, sono scalfibili **solo con la punta del diamante** e possono essere pulite anche con i **prodotti più corrosivi**. Tutte dotate di **Qr Code** e **Chip NFC** inserito all'interno, sono perfettamente interattive proprio come la segnaletica.

Vico del Pelo  
I Palazzi dei Rolli - Patrimonio Uff.



App, cloudbased solutions, multimedia products, wi-fi, devices, audiovisual guide, augmented reality, Qrcode, marked images, NFC, indoor geolocalization, 3D projection mapping, immersive technologies interactive, 3D imaging & simulation etc.



# INTERNATIONALIZATION ACTIONS

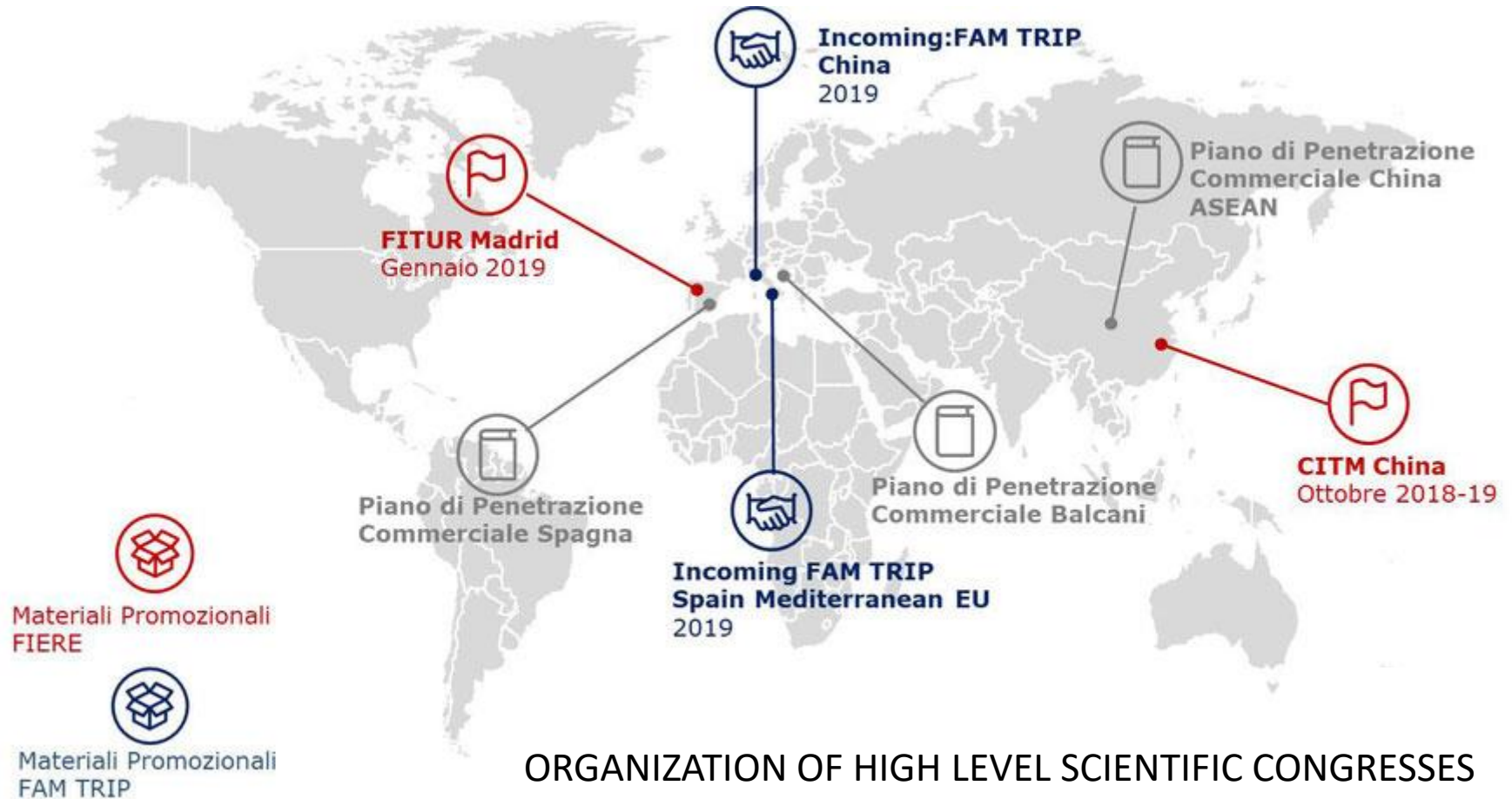
Asia, con riferimento alla Cina ed ai Paesi del Sud-est asiatico.

Europa: Mediterraneo allargato con particolare riferimento ai paesi del quadrante Centro-orientale ed ai Balcani.

**FOCUS IN CHINA:  
TARGET AREA**



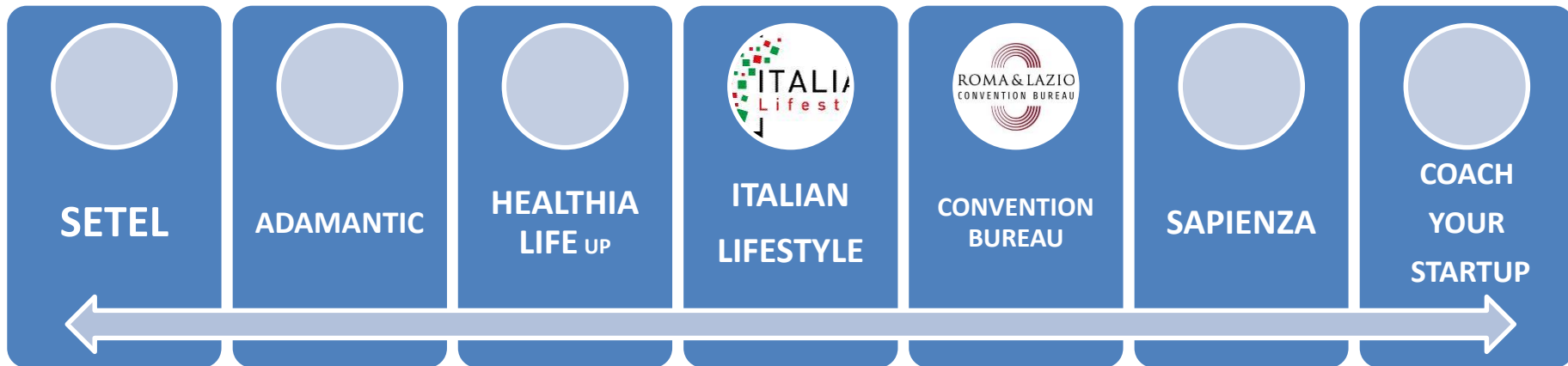
## INTERNATIONALIZATION ACTIONS



ORGANIZATION OF HIGH LEVEL SCIENTIFIC CONGRESSES  
IN CHINA AND ITALY



# November 2018 Business delegation from Rome in Beijing, Yantai and Kunming





**Visit to Rome in September 2018**  
Haikou, Kunming, Liuzhou, Yantai  
and Weinan

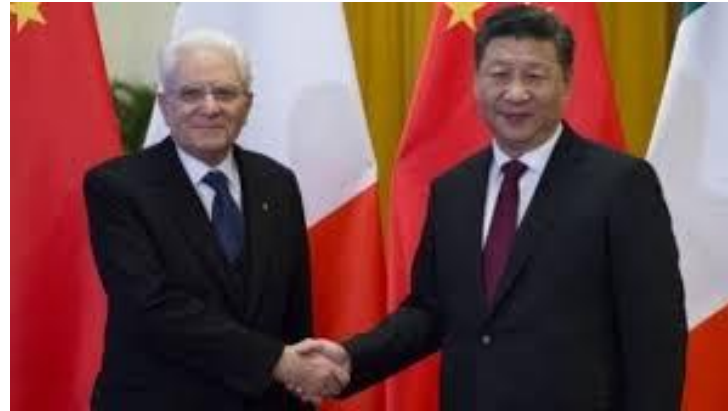


**November 2018 Business delegation from Rome in Beijing, Yantai  
and Kunming**



Possible topics of collaboration have been identified





**President Xi Jinping in Rome in March 2019**

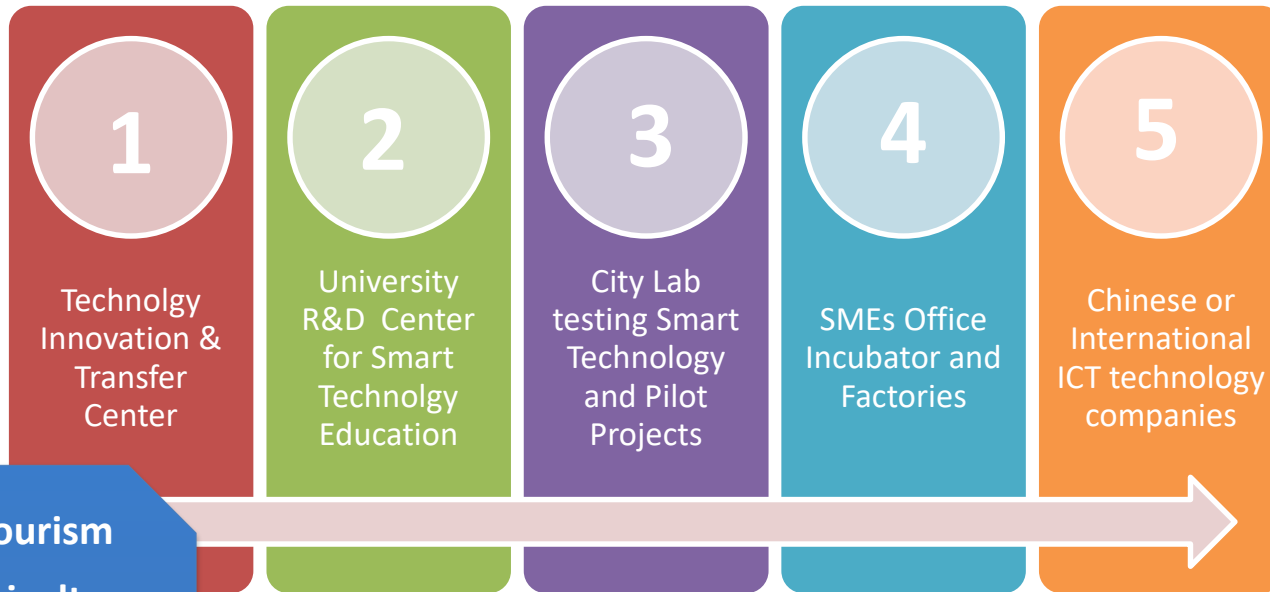
**Economic Cooperation Between Italy and China**



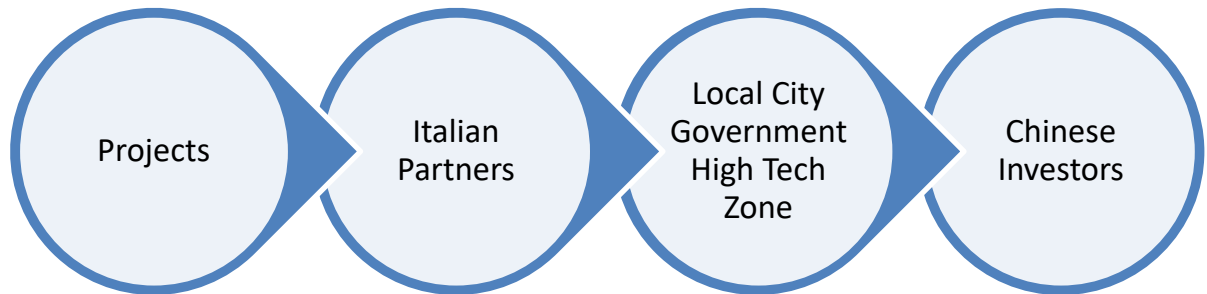
**Several Cooperation Areas and MoU and Plans signed (including  
Smart Cities, High tech innovation SMEs, Education and Tourism)**



# Feasibility study on the creation of a EU-China Smart Technology Park



- Smart Tourism
- Smart Agriculture
- Smart Health Care
- Smart Production
- Smart Buildings
- Smart Data
- Smart Education



National Level Support (ministries)



China-EU Regional Cooperation



# China-Italy (EU) Smart Technology Park Scientific Committee



**ITALY**



**SMART HEALTH CARE**



**SMART HEALT CARE**



**SMART AGRICULTURE**



**SMART LEARNING**



**SMART DATA, IoT &  
BLOCKCHAIN**



**SMART TOURISM &  
CULTURAL HERITAGE**



**SMART BUILDINGS**



**SMART BUILDINGS**

**WE HAVE IDENTIFIED EXPERTS FROM INDUSTRY AND UNIVERSITIES**





## COOPERATION AND COLLABORATIONS PROPOSALS

# 合作与协作提议

Create business opportunities for Chinese and Italian companies and cooperation R&D project proposals for SMEs, universities, research centres and municipalities.

为中意双方企业创造更多业务机会，为中小型企业、高校、研发机构和政府机构提供更多研发项目提议。



**Best practices : Replication of successful projects in China**

**最佳实践：复制中国的成功项目**





**Italian and Chinese Partnerships**

**中意合作伙伴**

**Shared actions and Initiatives**

**共同的行动与方案**

**Integrated Innovation Project**

**一体化创新项目**

**PROPOSAL :**

**MOU WITH CITY AND UNIVERSITIES  
ITALY-CHINA SMART TECHNOLOGY CENTER  
PILOT PROJECTS IN CHINA**





**11 April 2019 in Rome**  
**Bilateral Research, Academic and Business Days**

**SAPIENZA UNIVERSITY and China delegation**

Sapienza Rome Faculty of Architecture, C.I.T.E.R.A. Interdepartmental Centre for Territory, Building, Conservation and Environment

**12 April 2019 in Rome Business Roundtable**

Roundtable on Innovation and Smart City smart projects of Universities and Companies of Rome



**SAPIENZA**  
UNIVERSITÀ DI ROMA



## ACADEMIC ACTIVITIES ROADMAP

Topics of discussion in Rome:

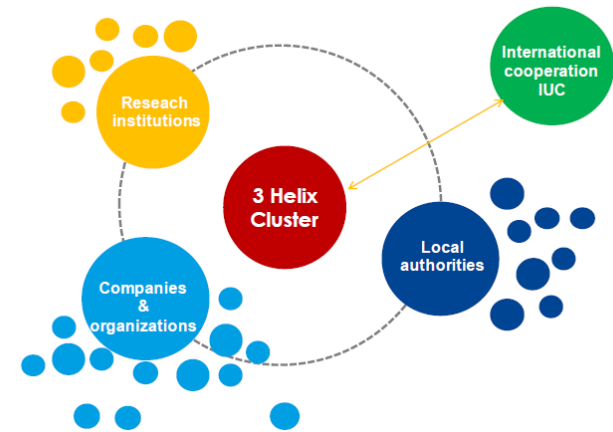
1. Joint professional training program
2. International university cooperation Program
3. Organization of Summer School in Rome
4. Joint degree and research programs
5. Joint college and university
6. Invite experts to China, to deliver lectures on relevant topics
7. Co-organize study visits and tours to Rome, and vice versa

**ROADMAP**

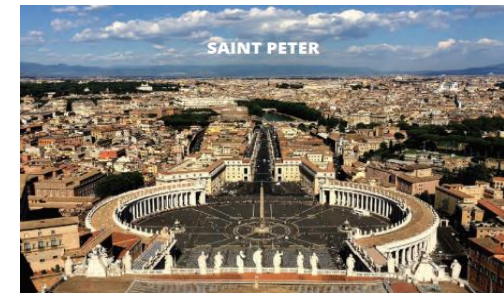


## BUSINESS ACTIVITIES ROADMAP

1. Feasibility study on the creation of a EU-China Smart Technology Park
2. Italian and Chinese Scientific Committee
3. Sign of MoUs with strategic partners (e.g. Roma and Lazio Tourism Convention Bureau and the Tourism Bureau of Liudong New District)
4. Select Joint Pilot Projects and activities



# WELCOME IN ROME !!!!





REGIONE  
LAZIO



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THANK YOU FOR YOUR ATTENTION !!!

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