



ROUND TABLE

Be competitive with service innovation

25.09.2020

From 15:00 to 17.00

Parco Scientifico e Tecnologico L. Danieli, Udine

Online on [Eventbrite](#)





The creation of additional services and the adoption of new business models can increase the competitiveness of the companies in international markets. But this requires changes in companies – especially if they export their services. The round table aims to provide them, especially those in the advanced manufacturing sector, with new tools to successfully face the complex period we are living in. In particular, the event will focus on the **servitization**, the process through which companies, once focused solely on products, shift their strategies to a service-centered model.

PROGRAM

15.00	Welcome speech and general remarks on service innovation
	<i>Saverio D'Eredità, Friuli Innovazione</i> <i>Alessandra Gruppi, Strategia & Controllo</i>
15.15	Benchmark-comparison regarding countries and industries
	Anna Bidersberger and Christina Korter, University of Passau
15.30	Outcomes and results from PROSPER AM NET Monitor Case studies
	<i>David Templemayer, University of Applied Sciences Upper Austria</i>
15.45	Servitization as a competitive factor for export markets
	<i>Raffaella Tabacco, University of Udine</i>
16.00	Friuli Innovazione offering for regional companies
	<i>Gabriella Guenzi, CEPAS</i> <i>Fabio Feruglio, Friuli Innovazione</i>
16.30	Final remarks and conclusions
	Alessandra Gruppi

Chair: Alessandra Gruppi

The online participation is free but you need to register here: <https://bit.ly/2FA4eNg>

More about the project ProsperAMnet: <https://bit.ly/3iwOn0u>

