This project is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II)

# Token and Metaverse Economy

International Forum on Digital Transformation of Business and Society



The "Token and Metaverse Economy" workshop organized by Polytechnic University of Bari will explore the next big wave in **digital innovation: Token and Metaverse.** 

The new business models, entrepreneurial ideas, and valuable strategies emerging from these technologies will be presented by top global scholars and experts.



## **Period**

27 and 28 October 2022



## Location

- Polytechnic University of Bari (Via Amendola 126/B, Video Conference Room -Basement floor)
- Video streaming



## Registration

- · The attendance is free of charge
- Registration is mandatory (https://bit.ly/3BB5HfK)
- · Registration deadline 24 October



## Organizing Committee

- Prof. Antonio Messeni Petruzzelli
- Prof. Umberto Panniello
- Dr. Angelo Natalicchio
- · Eng. Ilaria Mancuso



## **Speakers**



Prof. Daniel Trabucchi Polytechnic University of Milan



Prof. Wim Vanhaverbeke University of Antwerp



Prof. Michael Jacobides London Business School



Maxime Courtaux Boston Consulting Group



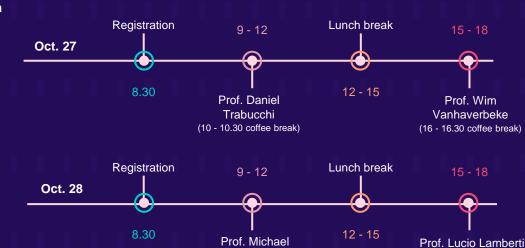
Prof. Lucio Lamberti Polytechnic University of Milan

(16 - 16.30 coffee break)



## Agenda

\*CET



Jacobides and

Maxime Courtaux (10 - 10.30 coffee break)