

Agenda

Moderated by Chris Burns

Emilia-Romagna Region Delegation to the EU
Conference room, first floor
Rue Montoyer 21, 1000 Brussels, Belgium

Timing	Agenda point
9:00	**Registration** *All participants are welcomed at the building entrance, receive their name tag, and are invited to go upstairs to the conference room on the first floor.* *Please note that it is not allowed to carry large bags or suitcases into the conference room. There is a cloakroom available on the ground floor to leave coats, bags, and luggage.*
9:30	**Welcome address** ♦ Representative MetaHeritage project ♦ Representative Emilia-Romagna Region ♦ Representative DG REGIO *The speakers will welcome the participants and share information on the MetaHeritage project and its relevance for interregional development.*
9:45	**Why digital heritage matters for Europe's innovation and tourism ecosystems *(title tbc)*** *Format: Keynote* ♦ Anna Athanasopoulou, Director Simplification & Networks, DG GROW, European Commission

Timing	Agenda point
10:00	**From cultural assets to immersive experiences: emerging technologies and sustainable business models for heritage** *Format: Roundtable* ♦ Michael Barngrover, Managing Director, XR4Europe ♦ Michele Colavito, Managing Director, Clust-ER Tourism ♦ Raffaele Vitulli, President, Basilicata Creativa Cluster *The speakers will discuss the trends in XR and metaverse technologies for heritage and how they can support cultural tourism, how digital tools can increase access, visibility and interpretation of heritage, and what is needed to make digital heritage or tourism ideas investment-ready.*
10:45	**MetaHeritage Business Cases** ♦ Martina Gueli / Fernando Pichardo Ríos, European Historic Houses *MetaHeritage has developed four business cases for interregional innovation projects, which will be presented:* 1. *Innovation in the wine sector and historic house heritage assets through immersive technologies and an AI-integrated app* 2. *Wellness and Regenerative Tourism supported by an AI-integrated app with gamification features* 3. *Creation of an interregional metaverse space for SMEs, integrating AI, gamification features, and digital twins* 4. *Digital Heritage Innovation Accelerator to build an interregional heritage innovation ecosystem to strengthen SME competitiveness and create scalable value chains across tourism, culture, creative industries, digital content, and heritage services*
11:00	**Coffee break** *The participants are invited to enjoy some coffee and chat.*
11:20	**Innovation showcase** ♦ Cordula Hansen, CEO, XYZ Technical Art Services ♦ Alina Goldman, Founder and Immersive Architect, OdysseyLab ♦ Alexander Frölich-Kulik, CEO and Co-Founder, Consensive *The speakers will showcase real-life innovative solutions for digital heritage and immersive experiences.*

Timing	Agenda point
12:00	**Building interregional innovation ecosystems for heritage and tourism** *Format: Roundtable* ♦ Fedra Fateh, CEO, AI Art Lab ♦ Sara Caselles Rodríguez, RTD Officer, Galician Innovation Agency ♦ Sofie Taes, Chair, Europeana Network Association *The speakers will discuss how cultural heritage can become a driver for regional innovation, which elements are needed to make heritage innovation projects scalable across regions, and the next "hot topics" for interregional collaboration.*
12:45	**Closure** *The moderator will summarise key takeaways from the event.*
13:00	**Networking Lunch** *All participants are invited to the foyer for food and exchange.* *End of event at 14:00.*