

# Agenda Simac Tanning Tech



Un giorno  
da Protagonista  
INTROSPECTIVE LEATHER SHOW  
BY BARBARA  
RICCHI

PHOTOGRAPHIC EXHIBITION & NEW DIGITAL REALITY  
H 39 | H 49 | K 40 | K 50

## 17<sup>th</sup> September 2024

11:00 AM — 12:00 PM

### Opening Ceremony of Simac Tanning Tech & Lineapelle

Speakers: **Maria Vittoria Brustia**, President Assomac – National Association of Italian Manufacturers of Footwear, Leathergoods and Tanning Technologies | **Fabrizio Nuti**, President UNIC Italian Tanneries | **Roberto Luongo**, Advisor for International Trade and Made in Italy – Minister for Enterprises and Made in Italy (Mimit) | **Maurizio Forte**, Managing Director Export Promotion Department – Italian Trade Agency

10:00 AM — 11:00 AM / 12:00 PM — 12:30 PM / 02:30 PM — 03:30 PM

### Live music

Arkimia string quartet

## 18<sup>th</sup> September 2024

04:30 PM — 06:00 PM

### BODYPAINING

#### Feet painting

Priscilla Spatola

10:00 AM — 11:00 AM / 12:00 PM — 12:30 PM / 03:30 PM — 04:30 PM

### Live music

Brass & Breakfast brass quintet

## 19<sup>th</sup> September 2024

12:00 PM — 01:00 PM

### Live music

Arkimia string quartet

## 17<sup>th</sup> / 18<sup>th</sup> / 19<sup>th</sup> September 2024

ALL DAY (FROM OPENING TO CLOSING)

### Assomac VR Technological Guide area's & AR Digital machinery area's

Discover more about the technologies and machineries from the catalog.

In collaboration with

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Ministry of Foreign Affairs  
and International Cooperation



# Agenda Simac Tanning Tech



LOUNGE AREA, SPEECH&TALK & MEETING ROOMS  
M 46

## 17<sup>th</sup> September 2024

03:30 PM — 04:30 PM

### SEMINAR

#### Verso l'innovazione delle filiere pelle, calzatura e pelletteria

Speakers: **Elena Antiga**, TEHA - The European House Ambrosetti | **Paolo Cecchi**, Innovation & Project Manager Hugo Boss | **Maria Vittoria Brustia**, President Assomac - National Association of Italian Manufacturers of Footwear, Leathergoods and Tanning Technologies

In partnership with The European House  
Ambrosetti

## 18<sup>th</sup> September 2024

11:00 AM — 12:00 PM

### SEMINAR

#### Roadshow UITIC Congress 2025: AI and footwear

Speakers: **Sergio Dulio**, President UITIC - International Union of Shoe Industry Technicians | **Nicoline van Enter**, Founder of Footwearology | **Agostino Apolito**, General Manager - National Association of Italian Manufacturers of Footwear, Leathergoods and Tanning Technologies

In partnership with UITIC  
INTERNATIONAL UNION OF SHOE  
INDUSTRY TECHNICIANS

02:30 PM — 03:30 PM

### SEMINAR

#### Piattaforme tecnologiche nel contesto dell'economia digitale

Moderator: **Sergio Dulio**, Innovation Consultant Istituto Italiano di Tecnologia e Membro del Comitato Scientifico SPS Italia

Speakers: **Benedetta Aliai Torres**, Marketing and Communication Manager B&R Automazione Industriale | **Marco Lombardi**, Business Strategy Manager Lenze Italia | **Roberto Pessina**, Country Business Segment Manager, Production Machines OEM Siemens | **Stefano Faccio**, Head of Machinery Safety, Industry 4.0 & Digital Manufacturing Marelli Automotive Lighting e Membro del Comitato Scientifico SPS Italia | **Oronzo Lucia**, Scientific Coordinator del Comitato Scientifico SPS Italia | **Mauro Bergozza**, Vice Presidente Assomac - National Association of Italian Manufacturers of Footwear, Leathergoods and Tanning Technologies

In partnership with sps  
smart production solutions  
ITALIA

## 19<sup>th</sup> September 2024

10:00 AM — 10:45 AM

### SEMINAR

#### Open-es: la piattaforma per lo sviluppo sostenibile delle imprese

Speakers: **Giuseppe Maiellare**, Responsabile Associazioni Territoriali Confindustriali e Supporto Relazioni Confindustria Eni | **Ludovico Turazza**, Alliance Expert Open-es | **Agostino Apolito**, Direttore Assomac - National Association of Italian Manufacturers of Footwear, Leathergoods and Tanning Technologies

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ecosystem sustainability

11:15 AM — 12:00 PM

### SEMINAR

#### La trasformazione digitale nei processi manifatturieri per l'industria del fashion: Intelligenza Artificiale e Passaporto Digitale del Prodotto

Moderator: **Laura Puricelli**, Co-Founder Dress for Good

Speakers: **Rinaldo Rinaldi**, Scientific Director e-P Summit | **Stefano Menicacci**, LG Production Process Technical Manager Balenciaga | **Claudio Calabrese**, Industrial Management - Lean Manufacturing Leader Prada | **Antonio Veltro**, CEO Ma.Pel Pelletteria | **Maria Vittoria Brustia**, Presidente Assomac - National Association of Italian Manufacturers of Footwear, Leathergoods and Tanning Technologies

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SUMMIT

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da Protagonista  
INTROSPECTIVE LEATHER SHOW  
BY BARBARA RICCHI

MACHINERIES & TECHNOLOGIES EXPO  
K 29 | M 30

## 17<sup>th</sup> / 18<sup>th</sup> / 19<sup>th</sup> September 2024

ALL DAY (FROM OPENING TO CLOSING)

### Daily Tech Pills

Assomac Members

Scan the QR CODE to see the daily Tech Pills calendar, with hands-on demonstrations of the machineries by Assomac Members.



### JuiceBar

Giorgio Linea & Zerow

Assomac also embraces Circularity. In this Edition, a Juice Bar is open every day without reservation. There, you can give new life to leather working excess.

## 17<sup>th</sup> September 2024

ALL DAY (09:00 AM — 06:00 PM)

### The Trip

Giorgio Linea

Throughout the day, Giorgio Linea's leather workers will produce a sample of travel bags.

### Money & Money

Pelletteria 4M

Throughout the day, 4M's leather workers will make a series of crocodile wallets and purses.

12:00 PM — 12:45 PM / 04:30 PM — 05:15 PM

### La trasformazione della pelle

Idea Alchemica & Arco International

Supported by Conceria Nuova Overlord | Conceria Ausonia | Conceria Le Patrie

Speaker: **Mariano Pellegrini**, *tecnico conciario beamhouse*

## 18<sup>th</sup> September 2024

ALL DAY (09:00 AM — 06:00 PM)

### La dolcevita

Giorgio Linea

Throughout the day, Giorgio Linea's leather workers will make a small bag in crocodile.

### Money & Money

Pelletteria 4M

Throughout the day, 4M's leather workers will make a series of crocodile wallets and purses.

### Legati da un insolito destino

Cinturificio Gabriele

Throughout the day, Cinturificio Gabriele will make belts of various sizes and styles.

10:00 AM — 10:45 AM / 12:00 PM — 12:45 PM / 04:00 PM — 04:45 PM

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