



Press Release

## IEG INITIATES A NEW EVENT IN RIMINI:

### **ARTIFICIAL INTELLIGENCE WEEK**

- **17-21 April 2023, Rimini will be the forum of debate for a key topic that is revolutionising business processes**
  - **The project stems from a partnership between IEG and I. A. Spiegata Semplice**

*Rimini, 12 January 2023* – IEG - Italian Exhibition Group is set to launch a new event dedicated to artificial intelligence: *AI WEEK*. The venture stems from a partnership between IEG and I. A. Spiegata Semplice. "*AI WEEK*" will take place from 17-19 April in digital format and then in person from Thursday 20 to Friday 21 April 2023 at the Palacongressi di Rimini.

After the first editions held entirely on a digital platform, *AI WEEK*, dedicated to Italian managers and entrepreneurs who wish to use artificial intelligence within their companies, has in fact evolved into an in-person event for an even more fruitful and informative debate on the potential of this technology applied to business processes.

"We are particularly pleased to announce *AI WEEK* – says **Corrado Peraboni, CEO of IEG** – both because it is a new event with extraordinary potential for attracting a qualified audience to our city, and because we are bringing to Rimini a fixture dedicated to innovation and in partnership with a company like I. A. Spiegata Semplice which has generated a practical opportunity to share new knowledge on the potential of interpreted and applied artificial intelligence. Managers and entrepreneurs will have a truly unique opportunity to grow their business. It is widely believed that the increasingly closer collaboration between man and machine is the natural evolution of industry 4.0".

The format devised by IEG and I. A. Spiegata Semplice for *AI WEEK 2023* will feature 50 'use cases' already created in highly diverse product sectors, there will be 30 in person workshops dedicated to practical Artificial Intelligence solutions and 15 inspiring plenary interventions with highly innovative content.

"Artificial intelligence is already within the reach of SMEs in Italy – says **Giacinto Fiore, Co-Founder I.A. Spiegata Semplice** – and the Rimini edition will highlight the opportunities to deep dive into the knowledge of the enormous potential it represents. We will be focusing on the practical and informative nature in terms of communication methods, based on experience and aimed at solutions for business development".

**The numbers** previous editions of *AI WEEK* ([www.aiweek.it](http://www.aiweek.it)) which, as mentioned, were only online, are the best introduction to its predicted success: 15,500 paid admissions, 7,500 business opportunities generated, 150 speakers and over 100 sponsors.

**Among the speakers already confirmed** for 2023 are Seth Dorin (former Global A.I. Officer of IBM and Founder of Qantm AI) and Federico Faggin (inventor of the microprocessor and awarded the National Medal of technology and innovation by Barack Obama), as well as managers from major international groups, leaders in the process of introducing Artificial Intelligence. Great expectations for the "**John McCarthy**" Award, the **30 workshops** on the best A.I. solutions for business and **120 networking workstations** for the connections between supply and demand. **The Startup Village** is one of the most anticipated parallel events.

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## **FOCUS ON ITALIAN EXHIBITION GROUP**

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Brazil and India, **for example** – now sees the company positioned among the top European operators in the sector.

This press release contains forecast elements and estimates that reflect the management's current opinions ("forward-looking statements"), particularly regarding future management performance, realization of investments, cash flow trends and the evolution of the financial structure. For their very nature, forward-looking statements have a component of risk and uncertainty, as they depend on the occurrence of future events. The effective results may differ (even significantly) from those announced, due to numerous factors, including, only by way of example: food service market and tourist flow trends in Italy, gold and jewellery market trends, green economy market trends; the evolution of raw material prices; general macroeconomic conditions; geopolitical factors and evolutions in the legislative framework. Moreover, the information contained in this release, does not claim to be complete, and has not been verified by independent third parties. Forecasts, estimates and objectives contained herein are based on the information available to the Company as at the date of this release.