

# FBK at the Trento Festival of Economics

May 15, 2024

## Healthcare, artificial intelligence and new professions in industry among FBK's contributions to the debate to outline the future

Now in its 19th year, the Trento Festival of Economics is confirmed as a point of reference in the national and international economic and institutional landscape to address the major challenges of the present and explore possible future directions. May 23 through 26, the Festival will bring together a diverse range of participants from all over the world, including ministers, Nobel laureates, scientists, entrepreneurs and managers, offering an unprecedented opportunity for discussion. With the topic “Where are you going? The dilemmas of our time”, the Festival invites us to explore the perspectives that will emerge in a context marked by serious geopolitical, climatic and demographic crises.

In this edition, **Fondazione Bruno Kessler** stands out as a **key player** in line with [its 2024-27 strategic plan](#). Thanks to its skills and experience, FBK will actively contribute to the reflection on issues that are crucial for the future. These include **physical and digital infrastructure, human capital and talent, health, energy, SMEs and the jobs of tomorrow**.

“Fondazione Bruno Kessler is one of the leading players of the Trento Festival of Economics: the active participation of our **researchers** in critical discussions, such as those on strategic infrastructure, health, artificial intelligence and new professions in Italian industry and SMEs, contributes to widening the debate and outlining possible roads to address the complex challenges that tomorrow holds for us. We give our contribution in the hope that Trento continues to be the focus of this important discussion and that the Foundation plays an increasingly significant role in this initiative”, commented FBK President Ferruccio Resta, regarding the event and its relevance in the national scene. “The Festival brings together leading figures, including ministers, Nobel laureates, scientists, entrepreneurs and managers, to discuss the changes that will affect our tomorrow. This year’s theme, “Quo vadis?” (ed. Where are you going?), invites us to reflect and consider the potential directions that await us. ”

FBK will largely participate in the program of sessions and debates, providing a significant contribution on topical issues such **as artificial intelligence** – with its applications to the world of health, business and work – **digital transformation** and **sustainability**.

Here is a preview of the events in which the Fondazione Bruno Kessler representatives will speak:

## FBK TALKS AT THE FESTIVAL OF ECONOMICS

Thursday May 23:

1. **Luigi Crema**, Director of the Center for Sustainable Energy, will open the talks in the session “[\*Finding the balance between economy, energy and the environment\*](#)” at the Fondazione Caritro Conference Room at 10:00 a.m.
2. **Ferruccio Resta**, FBK President, will participate in the event dedicated to “[\*The Challenge of the Future: Beyond Rare Earths, Rare People\*](#)” in the same venue starting at 12:00 p.m.
3. **Andrea Simoni**, FBK Secretary General, will address the topic “[\*Digital Infrastructure in the Service of Citizens and Businesses\*](#)” at Fondazione Caritro from 2:00 p.m. to 2:45 p.m.

Friday, May 24:

1. **Ferruccio Resta** will take part in the panel “[\*Small and medium-sized enterprises, productivity and cognitive automation\*](#)” at the Castello del Buonconsiglio – Sala Marangonerie from 2:00 p.m. to 3:00 p.m.
2. **Ferruccio Resta** will once again take the floor – together with Roberto Viola, Director General of DG Connect of the European Commission – in the debate on “[\*Ai Act\*](#)” starting at 4:00 p.m. at the Diocesan Museum.
3. **Paolo Traverso**, Director of FBK strategic planning, will participate in the panel on “[\*Artificial intelligence: the strategies of big tech\*](#)” at Palazzo Geremia, Sala Falconetto from 2:15 p.m. to 3:15 p.m.
4. **Monica Moroni**, Researcher at the Center for Digital Health, will discuss [\*the importance of “Protecting Health with Data Medicine”\*](#) at the Palazzo Geremia – Boardroom Room from 5:30 p.m. to 6:30 p.m.

Saturday, May 25:

1. **Elisa Farella**, Researcher at the Center for Digital Industry, will deepen the topic “[\*How artificial intelligence is changing professional firms\*](#)” at the Palazzo Sardinia-University President’s Office atrium from 2:00 p.m. to 3:00 p.m.
2. **Luciano Malfer**, FBK Research and Family Development Manager, will speak in the session entitled “[\*The sustainability of living\*](#)” at the Vittoria Auditorium Cinema from 4:15 p.m. to 5:30 p.m.
3. **Paolo Costa**, Researcher at the Center for Religious Studies, will conclude FBK’s participation with a session on “*Money and Religions*” at the Vittoria Cinema from 6:30 p.m. to 7:30 p.m.

Hours and locations may be subject to change. For more information on Fondazione Bruno Kessler’s sessions, please visit <https://www.fbk.eu/it/eventi/>.



**23** MAGGIO  
giovedì



**Alla ricerca dell'equilibrio  
tra economia, energia e  
ambiente**

***Luigi Crema***  
**Direttore Centro per  
le Energie sostenibili**



**24** MAGGIO  
venerdì



- **Piccola e media imprese  
produttività e automazione  
cognitiva**
- **AI Act**

***Ferruccio Resta***

FBK at the Trento Festival of Economics

19TH EDITION | MAY 23-26, 2024

## QUO VADIS? THE DILEMMAS OF OUR TIME”

How to address the challenge of climate change? Will economic development win the game against the squeeze needed to beat inflation? Will the high public debt end up destabilizing the authority of Governments? Is energy transition achievable in the tight timeframe dictated by the West? Will the demographic winter eventually overwhelm welfare systems? Can populism make peace with democracy? These are some of the big questions of our time that the Trento Festival of Economics will try to address with some of the national and international brightest minds in the economic, academic and political world.

The topic chosen for this nineteenth edition of the Trento Festival of Economics created by the 24 ORE Group and Trentino Marketing on behalf of the Autonomous Province of Trento, with the collaboration of the Municipality and the University of Trento, is part of a commitment to analyze the challenges dictated by an uncertain and complex world scenario, proposing solutions and keys to understanding it. In 2022, in fact, the topic “After the pandemic, between order and disorder” aimed to deepen the profound social, economic and political effects produced by the spread of Covid19, while the 2023 edition entitled “The future of the future. The challenges of a new world” has been committed to outlining the impact that the great technological and socio-economic transformations underway will have on humankind.

<https://www.festivaleconomia.it>

### PERMALINK

<https://magazine.fbk.eu/en/news/fbk-al-festival-delleconomia-di-trento/>

### TAGS

- #festivaleconomia
- #festivaleconomia2024

### RELATED VIDEOS

- <https://www.youtube.com/watch?v=ndd4intbdXw>

### AUTHORS

- Editorial Staff