

## PRESS RELEASE

### Business and young SISSA researchers: together to innovate

On 21 June, from 11 am, an event will communicate the results of PhD4PMI, a pilot initiative conceived by the School in association with Confindustria of Venezia Giulia



Trieste, 18 June 2019

The company issues the challenge and the young of SISSA respond, using their scientific talents to find solutions to the needs of local businesses. This is the fresh approach of PhD4PMI, a pilot initiative conceived and organised by SISSA - International School for Advanced Studies - in association with Confindustria of Venezia Giulia. The main results of the project will be presented during the event "PhD4PMI, com è andata? L'iniziativa pilota si racconta" which will be held at SISSA, in via Bonomea 265, on 21 June from 11 am.

It will provide the perfect opportunity to become acquainted with the key features of an idea, unique in Italy, which has put businesses in contact with PhD students and new doctors in physics, mathematics and neurosciences of the School in Trieste called to find tangible solutions to the "challenges" issued to them by the companies. In this way, using their creativity and competences, the PhD students met the SMEs, small and medium sized enterprises, giving way to PhD4PMI.



## **The programme of the day**

During the event, following the institutional greetings of Professor Stefano Ruffo, Director of SISSA and of Sergio Razeto, Chairman of Confindustria Venezia Giulia, the project will be told from the businesses' point of view in the session entitled "Dall'esigenza aziendale all'esperienza di contatto con la ricerca, PhD4PMI raccontato dalle aziende" with talks by representatives of BeanTech, Cybaze, Esteco, Innova, Irisacqua, modefinance, Swg, Teorema and Wärtsilä. Diego Bravar, Chairman of the Rotary Club Trieste and Deputy Chairman of Confindustria Venezia Giulia will then award the three teams of students who distinguished themselves for the 2018 edition of PhD4PMI. This will be followed by a chat with the students and doctors of SISSA who participated in the project in which they will tell their own experience of the project. Ketty Segatti, Central deputy manager for employment, training, education and family of the Friuli Venezia Giulia region, will close the morning session with the talk entitled "L'impatto del trasferimento della conoscenza sul territorio".

## **Overcoming 10 challenges on frontier themes**

10 challenges issued by the companies taken up by 30 students of the School. The absolute frontier themes range from Big Data to high performance computers to mathematical modelling. A unique opportunity for businesses, thereby encouraged to become acquainted with the opportunities offered by a scientific reality of excellence such as SISSA. But also for the students and research doctors who are dealing with the business world, often for the first time. The feedback received from companies thanks to the work of research teams has been important: in many cases, the challenges have been overcome thanks to totally innovative solutions.

## **Artificial intelligence for the textile sector. And much more...**

The examples include the illustrative one of Cybaze, leader in Italy in the integrated cyber security sector which, thanks also to the work of the PhD4PMI research team and to the collaboration with Savio Macchine Tessili, another important local business, is now assessing the implementation of an alternative innovative project which, for the first time, would introduce artificial intelligence in the textile sector.

"PHD4PMI is a totally new experiment under many aspects – states Professor Stefano Ruffo, Director of SISSA – funded by the School specifically to make the competences and the added value of the PhD students and new doctors of research meet the innovation needs of small and medium businesses".



“Two worlds – adds the engineer Diego Bravar, Deputy Chairman of Confindustria Venezia Giulia - which traditionally have little contact with each other but which are networking more and more to join different competences and knowledge with the two-sided goal of innovating products, services and processes and of creating conditions for new high qualification jobs in the companies”.

The event, which will be held in room 128-129 of the SISSA premises, is open to the public.

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