

**GIOIN LANDS IN TURIN ON OCTOBER 19
WITH THE SEVENTH MEETING DEDICATED TO THE RELATIONSHIP
BETWEEN INNOVATION AND CYBER SECURITY**

<http://www.gioin.it/it/eventi/la-sicurezza-informatica-dati-e-cybersecurity-protagonisti-delleconomia>

Cisco Italy, Intesa Sanpaolo Group, Oracle, Clusit, EY, DLA Piper, The Fool and 6 digital startups specialised in cyber security are the protagonists of the new appointment with the GIOIN the network dedicated to the Open Innovation of Italian companies

To attend the event: gioin@digitalmagics.com

Milan, October 13, 2017 - [GIOIN](#) (Gasperini Italian Open Innovation Network) - the first network dedicated to the innovation of Italian companies thanks to the startups - lands **in Turin** with a new event on Thursday, **October 19**, with the theme *Information Security. Data and cybersecurity as protagonists of economy*, within the coworking campus [Talent Garden Fondazione Agnelli](#).

The GIOIN appointment in Turin is an initiative of **Digital Magics** SpA - incubator listed on the AIM market of the Italian Stock Exchange and aggregator of the most important Hub of digital innovation for the *DIGITAL MADE IN ITALY*- with the patronage of **Clusit**, Italian Association for Information Security and as part of the **European Cyber Security Month 2017**, the European Union Campaign for the entire month of October.

For years now, we have been surrounded by Big Data: billions of user information representing a fundamental lever, from the perspective of marketing, sales, and business development for companies. On the opposite side, companies generate millions of sensitive data as well. How is it possible to use it and protect it?

From 4:00 PM the following participants will speak: **Agostino Santoni**, CEO of Cisco Italy; **Fabio Ugoste**, Head of Information Security and Business Continuity Services, Intesa Sanpaolo Group Services of Intesa Sanpaolo Group; **Paolo Musso**, Commercial Business Director, Regional Management Office for Piemonte, Valle d'Aosta, and Liguria of Intesa Sanpaolo; **Alessandro Vallega**, Security Business Development Director Oracle EMEA and Clusit's Board of Directors; **Rodolfo Mecozzi**, Senior Manager Cyber Security EY; **Giangiaco Olivi**, Head of Intellectual property & technology dpt., law firm DLA Piper; **Matteo Flora**, Founder and CEO of The Fool; **Alberto Fioravanti**, Founder and Executive Chairman of Digital Magics; **Marco Gay**, Executive Deputy Chairman Digital Magics and **Layla Pavone**, Managing Director for Industry Innovation Digital Magics.

From 5:55 PM, **six digital startups**, operating in the field of computer security, will have the opportunity to illustrate their innovative business models to the companies, institutions and entrepreneurs attending. The startups are: **Banksealer**, **Ermes Cyber Security**, **JLM - Just Log Me**, **Swanscan**, **Talos** and **Yoroi**.

The event taking place on October 19th in Turin is the seventh of **8 dates of GIOIN for 2017**. The last meeting of the year will be held **in Rome on November 22nd** within the coworking campus Talent Garden Poste Italiane and will focus on the theme **HealthTech**.

Due to the success and also the interest shown in 2016 – which involved over 1000 entrepreneurs, CEOs and marketing directors – **GIOIN 2017** has added two additional dates to the cycle of meetings and has partnered with major companies such as: **Gruppo Intesa Sanpaolo, Boraso, Cisco, EY, Fastweb, Generali, Oracle** and **QVC Italy**, which are the **partners of this year's edition**, along with **Talent Garden, DLA Piper** and **Dol**.

The Media Partner of **GIOIN 2017** is **Gruppo 24 ORE** that will support the entire cycle of events.

GIOIN is designed to deepen the opportunities of open innovation of processes, products and services, using technology platforms, through the collaboration with innovative startups. **GIOIN** is in fact focused on sharing concrete experiences and "case histories", by involving entrepreneurs and startupper who are putting into practice the paradigm of *Open Innovation* in their fields.

GIOIN - Gasperini Italian Open Innovation Network – is the brainchild of the late Enrico Gasperini, Founder of Digital Magics and recognised as a pioneer and innovator, who passed away prematurely in November 2015. **GIOIN**, in essence, provides companies with **information, training and sharing paths** orientated towards accessing support tools and stimuli, aimed at the search for unconventional solutions, critical to addressing the challenge of innovation, improving industrial processes, generating value and creating new products and services through digital innovative startups. The aim of **GIOIN** is to train future *Innovation Officers* within companies.

To browse the detailed agenda of the event on October 19: <http://www.gioin.it/it/eventi/la-sicurezza-informatica-dati-e-cybersecurity-protagonisti-delleconomia>

For more information and to apply for accreditation to the event on October 19:
gioin@digitalmagics.com

GIOIN 2017 is organised in collaboration with Gruppo 24 ORE. GIOIN 2017 partners are: Intesa Sanpaolo Group, Boraso, Cisco, EY, Fastweb, Generali, Oracle, QVC Italy, Talent Garden, DLA Piper and Dol.

Digital Magics, listed on AIM Italia (symbol: DM), is a business incubator of digital projects that provides consulting services and acceleration services to startups and enterprises, to facilitate the development of new technological businesses. Thanks to the partnership with Talent Garden and Tamburi Investment Partners, Digital Magics has created the most important national platform for innovation for **DIGITAL MADE IN ITALY**, by providing support to innovative startups to create successful projects, from conception to IPO, while offering services for the digital transformation and "Open Innovation" to excellent enterprises. The incubation and acceleration services offered by Digital Magics are active in the TAG co-working campuses present throughout Italy. Complementary services include investment activities, which have produced over the years a portfolio of 70 investments in startups, scaleups and digital spinoffs with high growth rates. Accelerated companies are flanked by Digital Magics' team, a partner of enormous business and digital experience, and benefit not only from the large network of private and institutional investors that support them through "club deals", but also from the many partner companies that support them on an industrial scale.

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