

FIRST PLAYABLE 2021

1 JULY 2021

- **10.00 - 10.10 | Welcome Speech to International Guests (EN)**
 - On. Manlio Di Stefano - Undersecretary of State for Foreign Affairs and International Cooperation
- **10.10 - 10.20 | Welcome Speech to Italian Developers (ITA)**
 - On. Anna Ascani - Undersecretary of State for Economic Development
- **10.20 - 11.00 | First Playable Fund and supporting policies for the Game Sector (ITA)**
 - Pierpaolo Greco (Moderator)
 - Giuseppe Bronzino - General Director DGIAI - Ministry of Economic Development
 - Luigi Gallo - Director of Innovation Area Invitalia
 - Serena Dell'Agli - Technical Secretariat Infratel Italia
 - Luisa Bixio - Vicepresident @ IIDEA and CEO @ Milestone
- **11.00 - 12.00 | Epic Games presents Unreal Engine 5: Bring your vision to the players (EN)**
 - Rocco Scandizzo - Head of Game Engine Business Development for EMEA @ Epic Games
 - Riccardo Comazzi - Business Development Manager @ Epic Games
 - Mario Palmero - Evangelist @ Epic Games
- **12.00 - 13.00 | Incubators: a look at how everyone benefits when knowledge is shared (EN)**
 - Vincent Scheurer (Moderator)
 - Vasily Pamukhin - Industry Manager Gaming @ Google
 - Elena Grigoryan - Chief Marketing Officer @ MY.GAMES
 - Mauro Fanelli - Coordinatore @ Cinecittà Game Hub
 - Ivan Venturi - Coordinatore @ Bologna Game Farm
 - Julia Kenny - Content & Partnership Manager @ SEGA Europe
- **14.00 - 15.00 | All Over the Influence (EN)**
 - Aaron Cooper (Moderator)
 - Hollie Bennett - UK Head of Communication @ CD Projekt Red
 - Ibrahim Bhatti - Community Marketing Manager @ SEGA Europe
 - Ross Thompson - Partner & Content Creator @ YouTube
 - Stefano Petrullo - CEO & Founder @ Renaissance PR
- **15.00 - 16.00 | Martha is Dead: Bringing Tuscany to a global audience (ITA)**
 - Stefano Petrullo - CEO & Founder @ Renaissance PR
 - Luca Dalcò - CEO @ LKA
- **16.00 - 17.00 | Roundtable discussion with SteamWorld developers (EN)**
 - Ulf Hartelius - Game Director @ Image & Form Games
 - Robert Olsén - Lead Game Designer @ Image & Form Games
- **19.30 - 20.30 | Italian Video Game Awards 2021 (EN)**
 - Dario Marchetti - Host
 - Aoife Wilson - Host

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- **10.00 - 11.00 | Politics and Video Games: Growth prospects in Italy and Europe (ITA)**
 - Pierpaolo Greco (Moderator)
 - On. Brando Benifei - MEP (S&D), Member of IMCO e AIDA Committees
 - On. Mirella Liuzzi - MP (M5S), former MISE Undersecretary, Member of Transport, Post and Telco Committee
 - On. Federico Mollicone - MP (FDI), Member of Culture, Science and Education Committee
 - On. Antonio Palmieri - MP (FI), Member of Culture, Science and Education Committee
- **11.00 - 12.00 | Italy. Land of Wonders: A Video Game to spread Italian Culture in the World (ITA)**
 - Marco Giannatiempo (Moderator)
 - Giuseppe Pastorelli - Counselor
- **12.00 - 13.00 | The Italian Game: il documentario sull'industria dei videogiochi in Italia (ITA)**
 - Giordana Moroni (Moderator)
 - Valentina Paggiarin - Author & Director
 - Alessandra Contin - Author
- **14.30 - 15.00 | Growing the talent of Game Developers in Italy (ITA)**
 - Pierpaolo Greco (Moderator)
 - On. Fabiana Dadone - Minister of Youth
- **15.00 - 16.00 | Devs & Publishers: A combined perspective (EN)**
 - Pierpaolo Greco (Moderator)
 - Fabio Pagetti - Creative Director @ Reply Game Studios
 - Samuele Perseo - External Relations and Business Development @ Reply Game Studios
 - Stefan Metaxa - Business Development Manager @ Maximum Games
- **16.00 - 17.00 | From simulation to arcade: the Milestone vision of Hot Wheels Unleashed (ITA)**
 - Vincenzo Lettera (Moderator)
 - Andrea Basilio - Game Design Manager
- **17.00 - 18.00 | Video Games & Celebrities (ITA)**
 - Vincenzo Lettera (Moderator)
 - Nicolò Santin - CEO @ Gamindo
 - Giuseppe Mancini - CEO @ Yonder
- **18.00 - 19.00 | Italians Abroad (ITA)**
 - Lorenzo Pilia
 - Marco Colombo
 - May Villani
- **18.00 - 19.00 | Game Dev Q&A with Steam's Business Team (EN - solo per gli sviluppatori)**
 - Alden Kroll - Designer

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