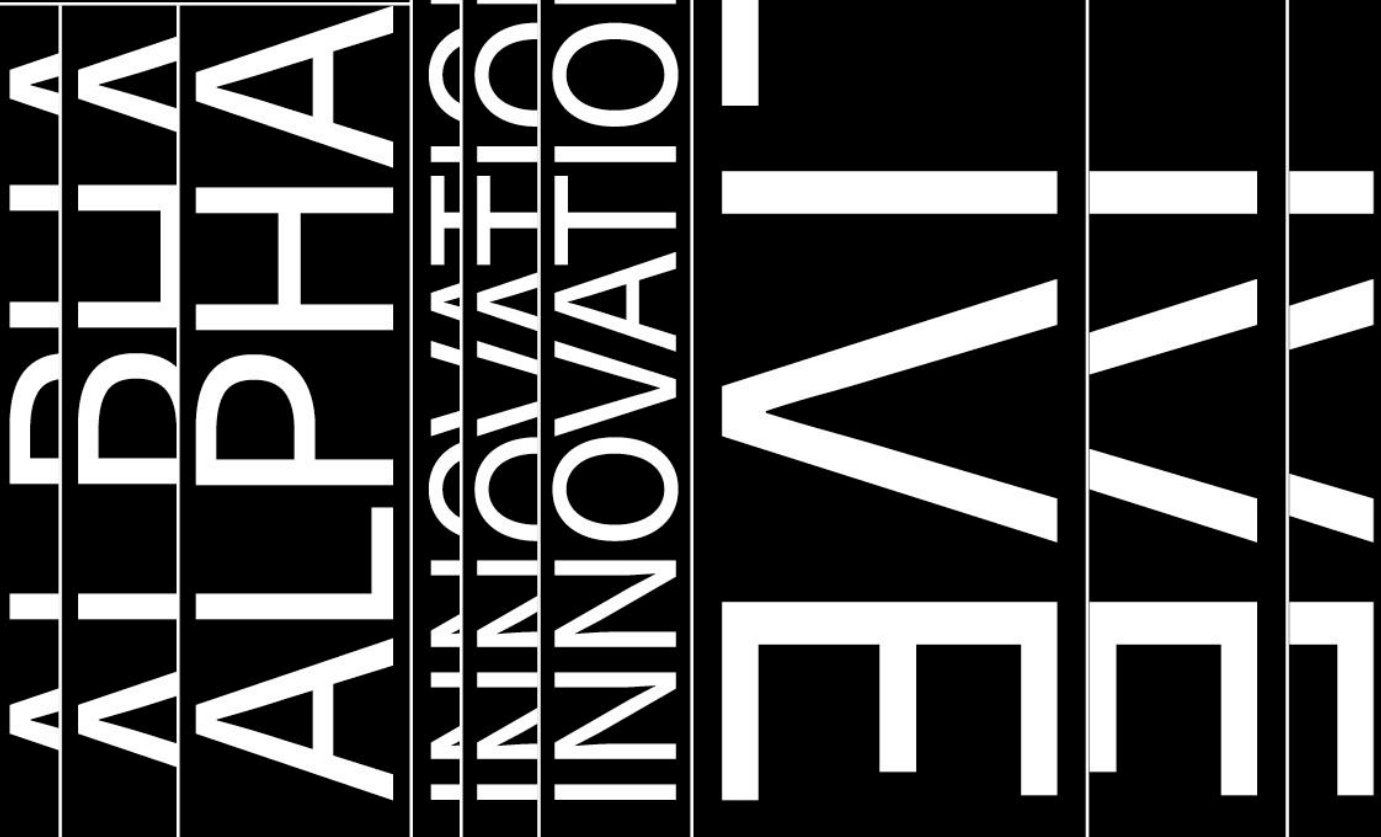
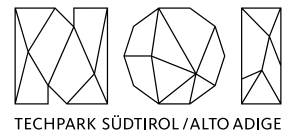




ALPHA INNOVATION LIVE



18.09.2025 | 9AM – 6PM
NOI TECHPARK BOZEN/BOLZANO

Alpha Innovation Live returns for its third edition to once again bring together people who initiate change and boldly put ideas into action. Joined by leading voices from science and business – and driven by one clear goal: not just to discuss change, but to shape it.

In the morning, look forward to inspiring keynotes and practical dialogues with experts like Kurt Matzler (University of Innsbruck), Jelena Spanjol (LMU Munich) and Alfredo De Massis (University of Lancaster and Chieti) as well as the business representatives Claudia Berti (Barilla), Philipp Moser (hds and Limitis), Manuel Tappeiner (Berges) and Andreas Loacker (Loacker).

In the afternoon, roll up your sleeves for a hands-on Alpha Innovation workshop session. Spots are limited – register early to secure yours! Alternatively, you can join one of the themed tours of NOI Techpark's research and innovation facilities.

Take this opportunity to gain new perspectives and sharpen your strategy. If you have always wanted to know how to develop radically new products, services or business models – and how to future-proof your business – Alpha Innovation Live is your chance to do just that. Register now to secure your spot!

PROGRAMM - MORNING

09:00 **Welcome address & introduction**

09:30 **DISCOVER OPPORTUNITIES: Aligning Innovation Activities with Corporate Strategy**

Keynote by Kurt Matzler, Professor of Strategic Management, University of Innsbruck
Industry Talk with Thomas Koler, Managing Director Infinitys by ACS; Philipp Moser, CEO of Limitis GmbH, and Jonas Eder, Innovation Consultant at NOI

10:10 **CREATE IDEAS AND MAKE DECISIONS: Turning Opportunities into Ideas for Holistic Value Creation**

Keynote by Jelena Spanjol, Professor and Head of the Institute for Innovation Management, LMU Munich
Industry Talk with Claudia Berti, Head of Global Open Innovation & IPR at Barilla, and Alejandra Ruiz Gomez, Innovation Consultant at NOI

10:50 **Coffee break**

11:20 **Leadership Transition as a Catalyst for Innovation in the Entrepreneurial Family Galaxy**

Keynote by Alfredo De Massis, Professor of Entrepreneurship & Family Business
Industry Talk with Andreas Loacker, Deputy Chairman of the Executive Board and Managing Director of Innovation at Loacker AG, and Manuel Tappeiner, CEO of Berges Mechanics GmbH

12:00 **Lunch**

PROGRAMM - AFTERNOON

13:15- **Alpha Innovation in Action**

17:00 Hands-on workshop for future-oriented thinkers:

- Discover unimagined opportunities
- Develop radical ideas
- Make well-founded decisions

OR

13:30 **Themed Guided Tours**

& Two rounds – double the discovery. Dive into the cutting edge of research and innovation at NOI Techpark during one-hour guided tours. Each of the three themes is offered in both time slots, allowing you to experience two distinct focus areas:

- Green: Solutions and expertise for the energy transition
- Food & Health: From raw materials and by-products to optimal processing and fermentation to omics and precision medicine
- Digital & Automation: Technologies for digital transformation and automation

17:00 **Aperitif & networking**

FURTHER INFORMATION

The presentations are held in German, Italian and English. Simultaneous interpretation into Italian and German will be provided.

Participation is free of charge.

REGISTRATION

Register [here](#) for the event.

CONTACT

Stefania Tiboni

+39 0471 066 730

alpha-innovation@noi.bz.it