

Lifestyle Tech, AI and Investments protagonists at the Lifestyle Innovation Day 2024

Lugano, 22 April 2024. Today, the 3rd edition of the Lifestyle Innovation Day (LID) takes place at LAC Lugano. **It is a unique event in Europe connecting Lifestyle and Technology** and over the years has become a must-attend for the sector. This year the industry focus is on **Fashion, Design and Cosmetics**. The success of LID has been possible, thanks to the close collaboration with its partners City of Lugano, The Economic Division of Canton Ticino and Switzerland Innovation Park.

The event's commitment to foster knowledge sharing will address different topics that are shaping the sector: **GenAI, data intelligence, sustainability and circularity, investments and customer engagement** are some of the themes protagonists at the event.

“Generative AI is going to reshape the way we interact with data. From a perspective where dashboards provide a picture then to be explored, to a conversational interaction where graphs and charts are generated on the fly. Small language models will increasingly be adopted by companies in order to build a comprehensive “local intelligence” to provide suggestions and advice about how to run and control the business.” says Marco Ruffa, Marketing & Digital Transformation Director **PINKO**.

Technology service providers on their approach to data and AI: "We're in the midst of an AI revolution, and every organization wants to utilize AI to boost employee productivity and customer satisfaction. The challenge lies in the lack of integration, siloed data, and the mistrust in AI's handling of their data. At Salesforce, we employ CRM + AI + Data + Trust to empower organizations to build stronger relationships with their customers, create engaging campaigns across online and offline channels, and resolve cases more efficiently, while keeping confidential data secure" says Luca Pastorino, Area Vice President & Head of Clouds at **Salesforce Switzerland**.

In the keynote sessions top companies and investors will showcase best practices, successful case studies and latest innovations such as: Guess, Ochsner Sport, Permira, Oberalp, Philipp Plein, Dsquared2, Nespresso, Design Holding, La Prairie, Gas Milano 1984, Angelini and many others.

“We are living in an era of constant change and the Asian market is a world of its own, with unique challenges and opportunities. There is no doubt that technology plays a key role in this context. As a speaker for the second year in a row, I am ready to share the latest business trends and explore with you the opportunities that the future holds.” comments Luca Buratti, Global Head of Ebusiness, **Angelini**.

LID is the highlight of the year for Dagorà Lifestyle Innovation Hub, as it brings its large C-level community together. Dagorà, recently inaugurated its 1,700 sqm coworking hub in the centre of Lugano, becoming an innovation enabler for the region and at European

level. The company not only looks at the latest innovations and technologies but also at the importance of the right people and the creation of synergies that ultimately make the industry progress and thrive.

“After 8 years of hard work and a 2 million francs investment, we created a home for our Innovation community and this event is another testimonial of entrepreneurs, managers, investors, academia and researchers coming together to shape the future of our industry,” says Carlo Terreni, President of Dagorà Lifestyle Innovation Hub and President of SIP-TI-LTCC. “On top, we announce today as well the opening of the Innovation Booster Fashion & Lifestyle call for ideas application on a dedicated online platform, to be submitted by teams composed of Swiss universities, start-ups, tech providers and brands. 10 radical innovative ideas will be selected by a jury and financed by Innosuisse.”

Emile Dupont, Knowledge & Technology Team Leader at **Innosuisse**, today illustrates with the Dagsmejan story how support and funding can drive growth through innovation: "Our goal at Innosuisse is to provide innovators with the tools to make their innovation idea a reality and to turn their innovation projects into growth for their companies. We offer funding for projects, especially collaborative projects where research partners and companies work together, but we also offer mentoring and help for SMEs with an innovative idea, coaching for innovative start-ups, and networking opportunities in a range of different topics, from sustainability, big data or agriculture to fashion and lifestyle."



Dagorà revolutionises the interaction between companies, promoting business networking and orchestrating a vibrant community of C-level Managers. Dagorà Lifestyle Innovation Hub is a collaborative space located at Via Peri 21b in Lugano where companies and investors meet to create new business opportunities, fostering connections with universities and institutions. Our mission is to stimulate creativity and provide entrepreneurs and C-level managers with the necessary relationships to develop their companies. Among our main activities are events, community days, and workshops for innovation and the sharing of case studies through our online platform. With activities throughout Switzerland and headquartered in Lugano, Dagorà is a founding member and partner of SIP-TI-LTCC.

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