

ALPHA
ALPHA
ALPHA
INNOVATION
INNOVATION
INNOVATION

LIVE
LIVE



ALPHA INNOVATION LIVE

9.9.2026 | 8:30 AM – 2 PM
NOI TECHPARK BOZEN/BOLZANO

Radical innovation starts with rethinking how organisations work.

The fourth edition of Alpha Innovation Live focuses on a question many companies are asking right now: how can structures, culture and leadership be rethought to deliberately create space for radically new ideas alongside the core business?

Across three thematic focus areas, Alpha Innovation Live offers valuable insights for entrepreneurs, C-level executives and innovation leaders from South Tyrol, Italy and the DACH region. The programme brings together perspectives from science and business practice, including Tommaso Calarco (Peter Grünberg Institute), Davide Campari (Fujifilm Healthcare Italia), Alfredo De Massis (University of Chieti-Pescara), Susann Fiedler (Vienna University of Economics and Business), Harald Oberrauch (Technicon), Kurt Matzler (University of Innsbruck), Jelena Spanjol (LMU Munich) and Michael Brehm (Redstone).

Between the sessions and during the networking lunch, there will be time for exchange, fresh perspectives and conversations with people actively shaping the future of business.

Register now and secure your spot!

PROGRAMME

08:30 **Check-in & Welcome Coffee**

09:00 **Welcome**

Philipp Achammer, Provincial Minister for Innovation and Research

09:05 **From Innovation Method to Innovative Organisation**

Petra Seppi, Head of Innovation Management, NOI

09:20 **Framing the Future: A Quantum Leap Ahead**

Tommaso Calarco, Director at the Peter Grünberg Institute – Institute for Quantum Control; Professor at the University of Cologne and the University of Bologna

TOPIC 1: BALANCING CORE & NON-CORE INNOVATION

09:40 **Keynote: A Radical Shift Into Digital Health**

Davide Campari, CEO Italia, Fujifilm Healthcare Italia

09:55 **Panel Discussion**

Alfredo De Massis, Professor of Entrepreneurship & Family Business, University of Chieti – Pescara, IMD

Davide Campari, CEO Italia, Fujifilm Healthcare Italia

Ivan Salvato, Medical Informatics Innovation Unit Manager, Fujifilm Healthcare Italia

TOPIC 2: DESIGNING CULTURE & STRUCTURE FOR RADICAL INNOVATION

10:25 **Keynote: How Uncertainty Shapes Decision Making**

Susann Fiedler, Professor of Business and Psychology, Department of Strategy and Innovation, Vienna University of Economics and Business

10:40 **Panel Discussion**

Susann Fiedler, Professor of Business and Psychology, Department of Strategy and Innovation, Vienna University of Economics and Business

Harald Oberrauch, President and “Shaper of Futures”, Technicon AG

11:10 **Coffee Break & Networking**

TOPIC 3 LEADING FOR INNOVATION IN THE AGE OF AI

11:35 **Keynote: Intelligent Leadership: Competing Through AI-Driven Innovation**

Kurt Matzler, Professor of Strategic Management at the University of Innsbruck

11:50 **Panel Discussion**

Kurt Matzler, Professor of Strategic Management at the University of Innsbruck

Jelena Spanjol, Professor and Head of Institute for Innovation Management, LMU Munich

Michael Brehm, Founder, Redstone

12:20 **Harvesting Session**

12:45 **Networking Lunch**

INFO & REGISTRATION

Talks will be held in German and Italian.

Participation is free of charge.

Register [**here**](#) for the event.

CONTACT

Stefania Tiboni

+39 0471 066 730

alpha-innovation@noi.bz.it