🔍 Blockchain & Web3 Observatory   📅 Tuesday 14th, November | 14.00 - 18.00

BLOCKCHAIN IMPACT ON BUSINESS: WEB3 AND INTERNET OF VALUE

SPAAK 4B1, European Parliament Building in Brussels & Online Streaming

14.00 Registration

14.30 Welcome and introduction
Brando Benifei, Member of the European Parliament
Daniela Rondinelli, Member of the European Parliament
Valeria Portale, Blockchain & Web3 Observatory

14.45 The European Commission's Perspective
Jan Ceyssens, European Commission

15.00 Keynote speech: Web3 and traditional business models
Giacomo Vella, Blockchain & Web3 Observatory

15.20 Roundtable on Web3
Enrico Giacomelli, Namirial
Mindaugas Miskinis, Fireblocks
Riccardo Traina Chiarini, Trevisan & Cuonzo
Sean Ellul, Decentraland

Moderator:
Francesco Bruschi, Blockchain & Web3 Observatory

16.00 Keynote speech: Internet of Value
Jacopo Fracassi, Blockchain & Web3 Observatory

16.20 Roundtable on Internet of Value
Leona Blehova, Commerzbank
Frédéric Faure, Banque de France
Alexandre Kech, SIX Digital Exchange
Dotun Rominiyi, London Stock Exchange Group

Moderator:
Francesco Bruschi, Blockchain & Web3 Observatory

17.00 Open discussion
Valeria Portale, Blockchain & Web3 Observatory

17.30 End of the day

The Observatory was established in 2018 under the name "Blockchain & Distributed Ledger Observatory," and in 2023, to reflect the evolution of these technologies' applications, it changed its name to "Blockchain & Web3 Observatory".

The Observatory's mission is to generate and share knowledge about Blockchain and Distributed Ledger related topics and to contribute to the development of the Italian market, creating opportunities for debate, meetings and comparison among the main players that are active in this field.

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Relatori – Politecnico di Milano

Valeria Portale
Director, Blockchain & Web3 Observatory

Valeria Portale, graduated in Management Engineering in 2007 and has been a Researcher at the School of Management of the Politecnico di Milano for over 10 years. She is Director of the Blockchain & Web3, Innovative Payments, Digital Identity, Augmented Reality & Metaverse and Quantum Computing Observatories. She collaborates with the Digital Innovation Valeria Portale, graduated in Management Engineering in 2007 and has been a Researcher at the School of Management of the Politecnico di Milano for over 10 years. She is Director of the Blockchain & Web3, Innovative Payments, Digital Identity, Augmented Reality & Metaverse and Quantum Computing. He collaborates with the Digital Innovation in Retail and Fintech & Insurtech Observatories.

Francesco Bruschi
Director, Blockchain & Web3 Observatory

Director of the Blockchain & Web3 Observatory, he is part of the committee appointed by the Ministry for Economic Development to define guidelines on the use of Blockchain in Italy.

Jacopo Fracassi
Researcher, Blockchain & Web3 Observatory

Jacopo Fracassi, graduated in Management of Built Enviroment in 2017 from the Politecnico di Milano, in the same year he started working in The Digital Observatories Innovation dealing with Blockchain, Metaverse and innovative payments within of the Blockchain & Web3, Augmented Reality and Metaverse and Innovative Payments Observatories.

Giacomo Vella
Director, Blockchain & Web3 Observatory

Giacomo Vella, graduated in Economics and Finance in 2016, in the same year he started working in the Digital Innovation Observatories dealing with Fintech and Blockchain. Since 2017 he has been working as a researcher within the Blockchain & Web3 Observatory. Since 2020 he has been a PhD student at the Department of Management Engineering of the Politecnico of Milan with a research on business applications of blockchain technologies.

Relatori – Ospiti

Brando Benifei
MEP, co-rapporteur on the AI Act, European Parliament

Brando Benifei is an Italian MEP, Head of Delegation of Partito Democratico in the European parliament. He is co-Rapporteur for the Artificial Intelligence Act, as a Member of the Committee for the Internal Market and Consumer Protection. He also works on Employment, Legal and Constitutional Affairs. He was also shadow Rapporteur of the Special Committee on Artificial Intelligence in a Digital Age.

Daniela Rondinelli
MEP, European Parliament

MEP, she is a member of the Employment and Social Affairs and Agriculture committees. She has worked on issues related to digitalisation, with a particular focus on the fallout of new technological paradigms, such as Blockchain, in the production sectors so as to ensure full traceability and security of the entire supply chain. She has placed at the centre of her political mandate the development of the digital and technological transition at work and related new rights, such as platform workers, the right to disconnection and a broader regulation of artificial intelligence and algorithms in the workplace in order to ensure quality employment.

Leona Blehova
Senior product owner digital money & corporate ecosystems, Commerzbank

Leona leverages a rich corporate banking background and leadership experience. She believes in the transformative power of distributed ledger technology and digital money and their potential to address real-world challenges faced by industry and corporate clients. Leona's wealth of experience, coupled with her innovative approach, positions her as a thought leader actively shaping the future of digital finance and corporate ecosystems. Her insights and expertise make her a sought-after speaker in the field.

Jan Ceyssens
Head of Digital Finance Unit, European Commission

Jan Ceyssens is Head of the "Digital Finance" Unit in the Directorate General for Financial Stability, Financial Services and Capital Markets Union at the European Commission. He was previously Member and Deputy Head of the Cabinet of Vice President Dombrovskis and Member of the Cabinet of Vice-President Barnier, and Team Leader for Financial Supervision at the European Commission's Internal Markets and Services Directorate General. He graduated in law from Humboldt University in Berlin and holds a Master's degree in European Law from King's College London. He works at the European Commission since 2006, initially in the Directorate General for Competition's Cartels enforcement Directorate and since 2009 in the Internal Markets and Services Directorate General.

Relatori – Ospiti

Sean Ellul
Chief Operating Officer, Decentraland

Leading several Metaverse-focused projects, with a passion and skill for driving utility and pioneering user-centric use-cases for Metaverse technologies. Our projects are at the forefront of creating new forms of B2C and B2B interactions through the unmatched levels of immersion Metaverse tech can provide. Currently, leading several large-scale Metaverse development projects, which includes portfolios such as Play to Earn games, extremely large builds & NFT curation in spaces such as Decentraland and Sandbox, and even leading the development of multiple emerging Metaverses.

Frédéric Faure
Blockchain Leader, Banque de France

IT engineer with over 15 years of experience in project management, information system audit, and digital transformation. I currently lead the Banque de France Blockchain unit, focusing on blockchain technologies and Central Bank Digital Currencies (CBDC) topics.

Enrico Giacomelli
Founder, Co-owner and chairman of the board, Namirial

Enrico Giacomelli is the founder of Namirial, one of the largest Trust Service Provider in Europe. After his degree in political sciences, he founded Namirial, 30 years ago. From a small company headquartered in Senigallia, Marche, Italy, under his leadership the company has become one of the largest trust service providers in Europe, with more than 900 employees and offices in 15 countries. He acts as the chairman of the board of the company.

Alexandre Kech
Head Digital Securities, SIX Digital Exchange

Alexandre Kech is Head Digital Securities at the SIX Digital Exchange. As a member of the Executive Board, Alex has full executive responsibility for the Digital Securities business vertical, including: sales and relationship management, product development, business design and ecosystem expansion. Over the past 25 years, Alex has constructed a unique career combining finance at BNY Mellon, payments/securities infrastructure and standards at SWIFT, and blockchain and digital assets at Onchain Custodian (ONC) and most recently Citi Ventures. As co-founder and CEO of ONC, Alex led the Singapore and Shanghai-based team that built from scratch a custody and prime brokerage service for crypto and other digital assets. As Blockchain & Digital Asset director at Citi Ventures, he built a team to engage across the European ecosystem on emerging use cases for blockchain technologies and digital assets. Alex earned a Bachelor's degree in translation, and an Executive MBA from the Quantic School of Business and Technology while building Onchain Custodian—putting theory to practice in real-time.

Relatori – Ospiti

Mindaugas Miskinis
Sales Director, Fireblocks

Mindaugas currently leads the sales strategy for Benelux at Fireblocks, a digital asset infrastructure technology firm. He is responsible for developing and executing new business initiatives as well as collaborating with the regional partners in order to increase Fireblocks brand awareness. Mindaugas is often invited to speak at industry conferences, panels and podcasts on various topics surrounding blockchain and web3 business applications. Previously to Fireblocks, Mindaugas worked in traditional finance on sales & trading floors of investment banks and brokerage firms.

Dotun Rominiyi
Director of Emerging Technology | DLT Architecture & Strategy | Capital Markets, London Stock Exchange Group

Dotun currently heads emerging technology globally for the capital markets division of LSEG. He's responsible for steering adoption of blockchain and DLT across the group's capital markets businesses as well as being part of the wider cross-divisional leadership around digital asset strategy and engagements with the wider capital markets landscape through strategic partnerships and external initiatives. He has a combined 16+ year career history in video games and financial services (derivatives trading & quantitative market-making infrastructure & execution), with expertise that includes software engineering and architecture, product design and delivery, blockchain and DLT, high performance computing as well as real-time and scalable distributed systems. Dotun has been deeply immersed in distributed ledger technology professionally at multiple levels (development, architecture, product & executive leadership) over the past ~6.5 years with executive roles in two commercial ventures over ~3.5 years prior to joining the LSEG.

Riccardo Traina Chiarini
Counsel, Trevisan & Cuonzo

Riccardo Traina Chiarini is Counsel at Trevisan & Cuonzo. He has extensive experience in IP matters in prestigious Italian firms, in particular in anti-piracy, anti-counterfeiting and copyright protection for top-level sports associations, media companies and publishers, as well as in trademark, patent and design counterfeiting and unfair competition for important companies in the luxury goods and pharmaceutical sectors, among others. His practice focuses on IP matters, both litigation and non-litigation, with a particular emphasis on new technology and media law.