

## EXPERIENCING STRATEGIC ENGINEERING AT WORK





14.00: What is Strategic Engineering?

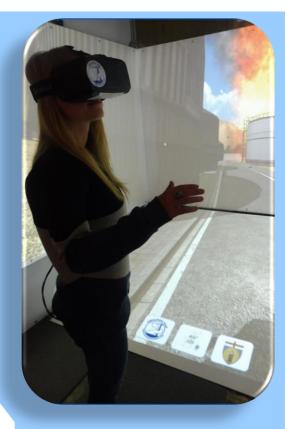
Prof. Agostino Bruzzone, Genoa University

14.20: Companies need Strategic Engineering:

- Ing. Alberto Storace, Accenture
- Ing. Stefano Casaccia, Ansaldo
- Dott.ssa Roberta Colombari, Leonardo
- Ing. De Marchi, PW

15.00: Interactive Experience in using Strategic Engineering:

- A case on <u>Strategic Planning</u> in Urban Development and Plant Construction
- Immersive Augmented & Virtual Reality
  Solutions and Interoperable Simulators
  for Industrial, Business, Security and
  Defense



1 aprile, 2019

Aula B4 via Opera Pia 15a Genova, Italy



All Engineering Students are invited!!!

www.itim.unige.it/strategos