

# Token and Metaverse Economy

## International Forum on Digital Transformation of Business and Society



The "Token and Metaverse Economy" workshop organized by Polytechnic University of Bari will explore the next big wave in **digital innovation: Token and Metaverse**.

The new **business models, entrepreneurial ideas, and valuable strategies** emerging from these technologies will be presented by top global scholars and experts.



### Period

- 27 and 28 October 2022



### Location

- Polytechnic University of Bari  
(Via Amendola 126/B, Video Conference Room - Basement floor)
- Video streaming



### Registration

- The attendance is free of charge
- Registration is mandatory (<https://bit.ly/3BB5HfK>)
- Registration deadline 24 October



### Organizing Committee

- Prof. Antonio Messeni Petruzzelli
- Prof. Umberto Panniello
- Dr. Angelo Natalicchio
- Eng. Ilaria Mancuso



### Speakers



**Prof. Daniel Trabucchi**  
Polytechnic University of Milan



**Prof. Wim Vanhaverbeke**  
University of Antwerp



**Prof. Michael Jacobides**  
London Business School



**Maxime Courtaux**  
Boston Consulting Group



**Prof. Lucio Lamberti**  
Polytechnic University of Milan



### Agenda

\*CET

