



DAGORÀ  
LifeStyle • Innovation • Hub

A COMMUNITY OF  
PEOPLE  
COMPANIES  
OPPORTUNITIES  
IDEAS  
WORKING TOGETHER  
FOR INNOVATION

April 20<sup>th</sup>

# Fashion Outdoor Retail Community Day

LaMunt's digital journey, the impact of a multichannel strategy,

**Antonella Girone**

Assos of Switzerland, a leading manufacturer of high-end cycling apparel and accessories

**Luca Bergliaffa**

Advancements in Personalization, Analytics, and Artificial Intelligence (AI) are transforming the fashion outdoor industry

**Matia Rosa**

Others:

**Topics to be defined with the speakers.**



**Antonella Girone**  
Group Performance  
Marketing Manager



**Luca Bergliaffa**  
Director of  
E-Commerce Project  
Management



**Matia Rosa**  
Regional Business  
Development Manager



# Dagorà: Lifestyle Tech Community

Nurture and grow a Lifestyle-Tech community by combining agile workspaces, business networking and knowledge sharing



# Dagorà is founding partner of Lifestyle Tech Competence Center, part of Switzerland Innovation Park.

Swiss Innovation Park in Ticino aims to strengthen territorial positioning and attract investment to generate local value



## OUR VALUES

**HUMAN  
CENTRIC**

**COMPETENCES  
SHARING**

**PARTNERS  
COLLABORATION**

**IMPACTING  
THE TERRITORY**



# Our Team



**Serse Bonvini**  
CEO



**Bianca Bonetti**  
Speaker Manager



**Carlo Terreni**  
Chairman



**Bobana Vujic**  
Operations Manager



**Ai Lan Tran**  
Community Manager



**Daniele Panato**  
Community  
Development Director



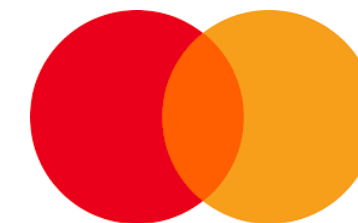


## Daniele Panato

### *Community Development Director*

+10 years of international experience in digital media, on-line video advertising and general management

**Managing Dagora's Community and its activities along with managing the commercial activities for members, tech service providers, brands, retailers and manufacturers**



  
**+20**  
**MEMBERS OF DAGORÀ**  
**COMMUNITY**



# EVENTS 2023/2024



10 -12  
**Community  
Days**  
All year



e-Sustainability



**e-Sustainability**  
24 October



**e-Luxury  
Summit**  
28 November



LIFESTYLE  
INNOVATION  
DAY

**Lifestyle  
Innovation Day**  
22 April 2024



e-Luxury Summit

# Looking forward...

## Lugano Inquilino tecnologico nello stabile Sant'Anna

Via libera alla convenzione tra la Città, Dagorà SA e l'Associazione Lifestyle Tech per la messa a disposizione per cinque anni degli spazi in via Peri – Il Municipio propone anche di versare 250 mila franchi annui per coprire parte dell'affitto e agevolare il trasloco da Manno



Lo stabile di via Peri offre circa il doppio di superficie rispetto a Manno. © CdT/Gabriele Putzu



# Community Days 2023



23 JAN

**Tech, Talents & Ticino**  
JobCloud – Accenture –  
Jobtome



12 JUN

**Design & Furniture**



07 FEB

**Travel and Tech**  
Plan Hotel, Ticino Turismo,  
Digital Switzerland



4 JULY

**Fashion**  
Unguess



28 MAR

**Food & Tech**  
Rubicon Studio



5 SEPT

**Insurance & Digital**



20 APR

**Fashion Outdoor Retail**  
Tinext



3 OCT

**Luxury**



23 MAY

**Banking**  
UBS



30 NOV

**Health Innovation**





# Community Days 2023

- 10 to 12 editions a year
- Location: CH
- 3 linguistic areas
  
- Attendees
  - From 30 to 50
  - 50% members
  - 50% ad hoc guests

## NEXT COMMUNITY DAY:

May 23<sup>rd</sup>

## Banking for Home & Living



# Membership (Tech Service Providers)

## COMMUNITY DAYS

Closed door business networking events hosting 30-45 people in Switzerland - only for members

- Access to up to #3 Community Days per year
- 1 person per event

## MAIN EVENTS

3 main events a year in Switzerland from 1.000 to 300 participants

- 1 person Lifestyle Innovation Day in Lugano in March
- 1 person e-Sustainability in Zurich in October
- 1 person e-Luxury in Lausanne at IMD in November
- Extra 3 free passes for each event to invite customers or prospects  
Only Brand, Retailers, Manufacturers or professional investors

## INTERVIEW & CONTENT

- 1 5'000 characters written interview a year published on Dagora's Lifestyle Innovation Hub website  
social sharing of the interview on social media

## COWORKING SPACE

First co-working space opened in Lugano Manno

- Special packages dedicated to Dagora's members for work desks and meeting rooms usage

## DISCOUNTS

- 10% discount in case of 1 event sponsoring
- 15% discount in case of 2+ event sponsoring



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