



enrico iaria

Based in China for 10 years working in the field of innovation during the period of the most recent industrial and technological evolution of the country, Enrico is an entrepreneur in the area of innovation and new technologies, co-founder, chief managing director of SPICI and president of Edugo.AI. He is the only Italian ever listed on Forbes China 30 Under 30 indicated in 2018 as one of the most influential young innovators in China and already awarded in 2017 by the Science and Technology Commission of Shanghai Municipal People's Government with the recognition of "Best Practice in Managing Innovation Ecosystems".

SPICI is the open innovation hub born in San Giovanni a Teduccio Technological Pole of the University of Naples Federico II. The company, participated by well-known investors and professionals, including the president of SVIMEZ, Adriano Giannola, focuses on the design and development of technological solutions, training, business acceleration and incubation services, and it also manages intergovernmental programs of scientific-technological cooperation and entrepreneurial development between Italy and foreign countries.

Edugo.AI is the first EdTech company specializing in intelligent adaptive language education in China and expanding worldwide. Backed by Microsoft e Amazon Web Services accelerators, the company has developed an advanced system which leverages artificial intelligence and a set of NLP (Natural Language Processing) algorithms to improve and accelerate the learning process and advance educational institutions.

Over the years, Enrico has been working on various programs of scientific-technological cooperation and entrepreneurial development of the Italian Prime Minister's Office, the Ministry of Foreign Affairs (MAECI) and the Ministry of Education, University and Research (MIUR).

He is one of the coordinators of the "China-Italy BSSEC", the intergovernmental program of cooperation and entrepreneurial development of the MIUR and the Chinese Ministry of Science and Technology. Since 2016, the program has seen the involvement of over 300 startups and innovative companies from the two countries and in 2019 it was recognized as an instrument of strategic importance within the "2020-2025 Action Plan on Scientific and Technological Cooperation between Italy and China" drawn up by the MAECI "Direzione Generale per il Sistema Paese".

As part of the "China-Italy Startups & Innovation Alliance", the agreement born from the input of the two Governments, in 2019 Enrico led the Italian delegations in the missions in 15 Chinese cities that involved over 100 innovative companies in the fields of Artificial Intelligence and Big Data, Digital Economy, Intelligent Devices, Advanced Manufacturing, Health and Life Sciences, Sustainability and Environmental Innovation.

For ITA Agency of the Ministry of Foreign Affairs, since 2019 he has been a member of the working groups which, in concert with the Ministry of Economic Development, coordinate the programs of the "China International Import Expo" for the internationalization and commercial consolidation of Italian companies in China, and the "Global Startup Program" for the development and acceleration of Italian startups and innovative SMEs in foreign markets.

He holds/has held positions as board member/advisory board member and consulting roles in companies and organizations including the Italian Chamber of Commerce in China, of which he is the vice coordinator of the Innovation and Technology Division, the Palermo Innovation Lab, of which he is advisory board member, the Council for Economic Education, of which he has been a member of the Evaluation Commission of the China National Economic Program, and Alibaba Group, of which he has been a member of the working group that contributed to the creation of the Global E-Commerce Talent Program — recognized as one of the most ambitious international entrepreneurial training programs developed for one million young talents — and for which he was also responsible for the program of accreditation of the Group's ecosystem partners in the areas of innovation management and product development.

He holds courses in innovation management, growth strategies and entrepreneurship at New York University, Shanghai, and at the School of Finance and Business of Shanghai Normal University, where since 2016 he was one of the youngest professors of the university. He was also among the few foreigners to have conducted academic courses at the China Government Institute of the Shanghai Municipal People's Government.

He completed his studies with the program of specialization in innovation and growth strategies at Harvard Business School. He holds a master's degree with double specialization in economics and entrepreneurship from the University of Paris-Saclay and Shanghai Normal University and a master's degree in political science and decision-making processes from the University of Florence. On Forbes Italy he regularly writes about innovation and economics. In addition to Italian, he is fluent in English and Chinese.