15 - 18 March 2018
Fastweb is the main partner in Milan Digital Week

Milan, 07 March 2018 – Fastweb is the main partner in Milan Digital Week, the initiative sponsored by the City of Milan - Councillor's Department for Digital Transformation and Civic Services - and implemented by Cariplo Factory, in association with IAB - Interactive Advertising Bureau and Hublab, scheduled for 15 to 18 March, with a packed agenda of events dedicated to knowledge and innovation through digital technology.

"We are proud to take an active part in such an extraordinary initiative that celebrates digital technology and the innovation that revolve around new technologies", stated Sergio Scalpelli, Head of External and Corporate Relations at Fastweb. "Fastweb always covers a leading role in Italy as an innovator and digital enabler through its network infrastructures and state-of-the-art services. That is why we are creating a series of new initiatives that we hope will contribute to bringing people closer to the digital world and we are particularly happy to be able to do this here in Milan, the city where we started out and that we have contributed to making, with our fibre optics, one of the top places on the Italian and European scene for level of digitalisation and propensity to innovation".

For Milan Digital Week, Fastweb, which from its outset has invested in innovation and digital technology to improve the lives and work of people and businesses, will be opening the doors of its Milan headquarters and will be organising workshops and events at the Fastweb Digital Academy, the school for new digital professions created inside Cariplo Factory (via Bergognone, 34).

On **Thursday 15 and Friday 16 March from 5:00 p.m. to 7:00 p.m.,** Fastweb will offer citizens and technology enthusiasts (registration on Eventbrite) the opportunity to visit its state-of-the-art Data Centre, certified Tier IV by the Uptime Institute of New York, located in Milan. For each of the appointments, the visit will be preceded by a brief meeting that will explain what a Data Centre is and how it works, what Cloud Computing means, the possible applications and potential of this technology, and the role played every day by the Fastweb Security Operations Centre to guarantee, at all times, network security for its customers and that means households, businesses and public authorities.

Over the course of Milan Digital Week, workshops will also be held at the **Fastweb Digital Academy** that will contribute to raising awareness of the new digital professions that will be increasingly widespread in the future and for which it is necessary to invest now in skills through specific training courses.

On **Thursday 15th, from 5:00 p.m. to 7:00 p.m.,** the seminar "**Design for Advanced Reality and Virtual Reality**" will introduce attendees to the theme of mixed reality, in other words, the merging of real world with that of virtual reality, able to breathe life into new environments in which physical and digital objects exist side by side and interact in real time; it will also explore the technologies on which virtual and augmented reality are based.

On **Friday 16th from 9:30 a.m. to 11:30 a.m.,** the seminar, "**Social Media, from customer care tool to means of persuasion**", which will present the mechanisms with which it is possible to acquire new customers through the social networks using normal open source software applications, which are available to everyone. Also scheduled on the 16th, from **12:00 noon to 2:00 p.m.**

"**3D Printing Lab**", which will help attendees take the first steps in digital fabrication; during the workshop, each attendee will have the chance to model an object and follow the creation process through printing. **From 4:00 p.m. to 7:00 p.m.** "**E-Commerce Management**", the workshop that will explore the world of on-line commerce, tracing scenarios and market trends.

On **Saturday 17 March from 10:00 a.m. to 12:00 noon** at Fastweb Digital Academy, it will also be possible to gain some insight into the world of on-line fund-raising with "**Crowdfunding for schools – Fastweb4School**", the seminar that will explain the initiative implementation by Fastweb in association with the Italian Ministry of Education, University and Research, designed to support the development of digital projects in secondary schools of all levels in Italy (equivalent to years 7 to 13 in the UK system) giving teachers and pupils the tools to breathe life into their ideas with crowdfunding.

Social Media and the subject of **Personal Branding** will be the focus of the workshop held on **Saturday 17th from 15:00 p.m. to 5:00 p.m.** with an aim to raise awareness of the importance of your individual on-line reputation and the management of your public professional image. **From 5:00 p.m. to 7:00 p.m.** digital skills will be at the central focus of "**Digital IQ - Test your digital skills and aptitude**" through the submission of the test prepared by Fastweb in association with Università Bicocca to discover whether your digital skills meet the requirements of the job market.

On **Thursday 15 March from 5:00 p.m. to 7:00 p.m.** and **Saturday 17 from 11:00 p.m. to 1:00 p.m.** the **Fastweb monobrand store in Corso Vercelli, 9** will become the venue for two events that will investigate respectively the trends and changes underway in the world of the Social Media and the theme of on-line security.

Attendance of the events is open to everyone and is free of charge (see the full schedule on MilanoDigitalWeek.it).

With more than 2.4 million customers, Fastweb is one of the main telecommunications operators in Italy. The company offers landline and mobile voice and data services to households and businesses. Targeting innovation, Fastweb has developed a 46,600-kilometre national fibre optic network, with more than 4 million kilometres of optical fibre and now reaches around eight million homes and businesses with fibre-to-the-home or fibre-to-the-cabinet technology. By 2020, Fastweb will reach 13 million homes (or 50% of the population) with its ultra-broadband network, 5 million of which with FTTH technology and speeds of up to 1 Gigabit per second and 8 million with FTTCab technology and speeds of up to 200 Megabits per second. The company offers its customers a state-of-the-art 4G and 4G Plus mobile service. By 2020, the mobile service will be upgraded with the creation of a new generation 5G infrastructure. Fastweb provides TLC services to business of all sizes and PA, to which it offers connectivity and advanced ICT services, such as housing, cloud computing, security and unified communications. The company has been part of Swisscom group since September 2007.