

DAGORÀ

LifeStyle • Innovation • Hub

Where People Come First

PetCare Innovation

11th March 2025

SPONSORS & INSTITUTIONAL PARTNERS



OUR MISSION AND VALUES



**We foster innovation through a vibrant
Community in the Lifestyle sector.**

**We connect C-Level executives providing
knowledge sharing and the network they need to
take their businesses to the next level.**

**PEOPLE
FIRST**

INNOVATION

EXCELLENCE

COMMUNITY

OUR CORE INDUSTRIES

PET

FASHION

LUXURY

TRAVEL

COSMETICS

DESIGN

**FOOD &
BEVERAGE**

OUR MEMBERSHIP BASED COMMUNITY



+110 active members

+3'000 brands in database

+2'000 yearly event attendees

DRIVING INNOVATION THROUGH

EVENTS & PEER TO PEER EXCHANGE

MAIN EVENTS

INDUSTRY DEEP DIVES & 1-1 MEETINGS

COMMUNITY DAYS

VIP EVENTS & INVESTORS DINNERS

TRAININGS, WORKSHOPS & SPECIAL PROJECTS

INDUSTRY WORKSHOP

IB "FASHION & LIFESTYLE"

MARKET STUDIES & TRAINING

WEBINAR

WORKING SPACES

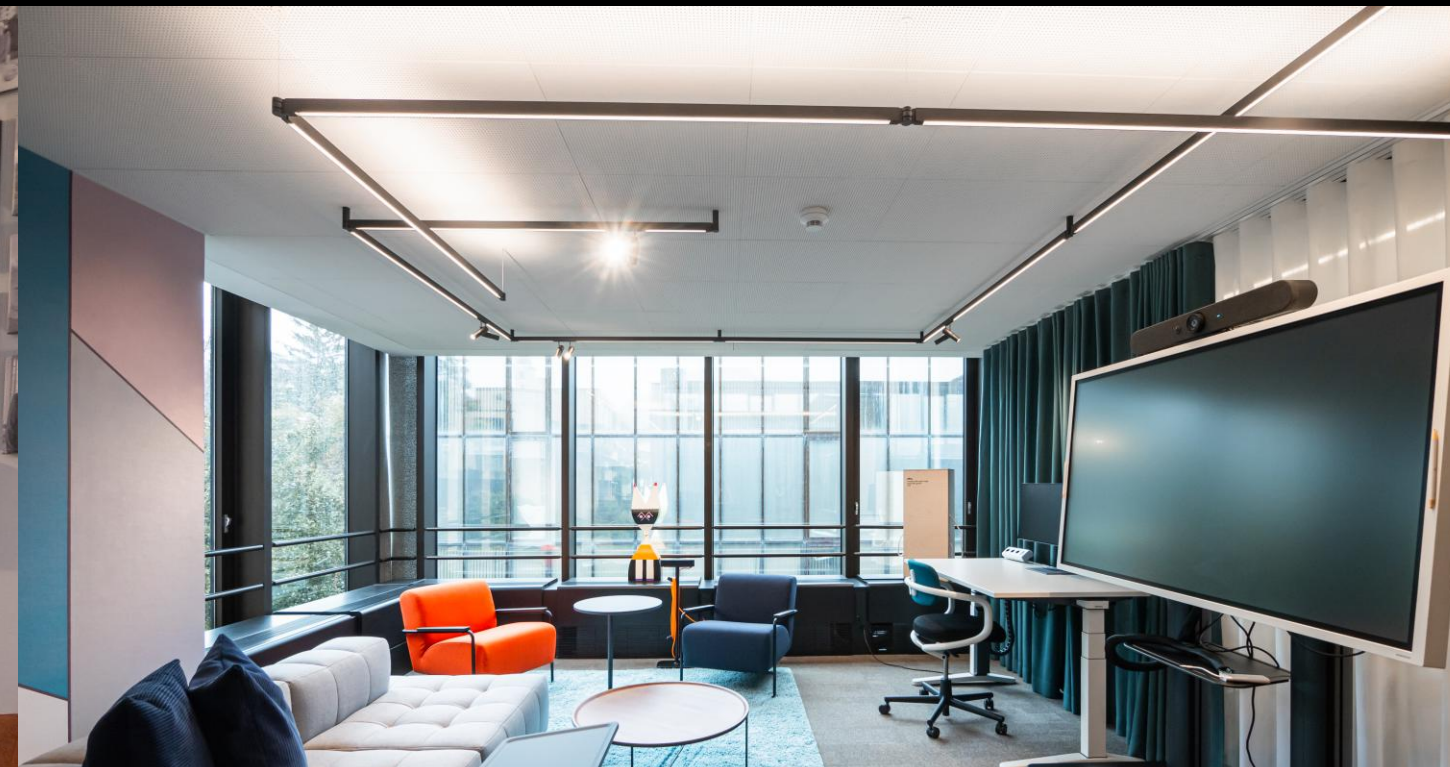
PRIVATE OFFICES

COWORKING SPACES

MEETING ROOMS

EVENT ROOM

OUR HUB IN LUGANO...



...IS GROWING FAST



THIRD FLOOR RENNOVATION ONGOING
WILL BE READY BY END OF APRIL/BEGINNING
OF MAY 2025

- CHF 650.000 INVESTMENT
- 200SQM
- 9 NEW OFFICES
- 2 NEW MEETING ROOMS
- 1 COFFEE AREA

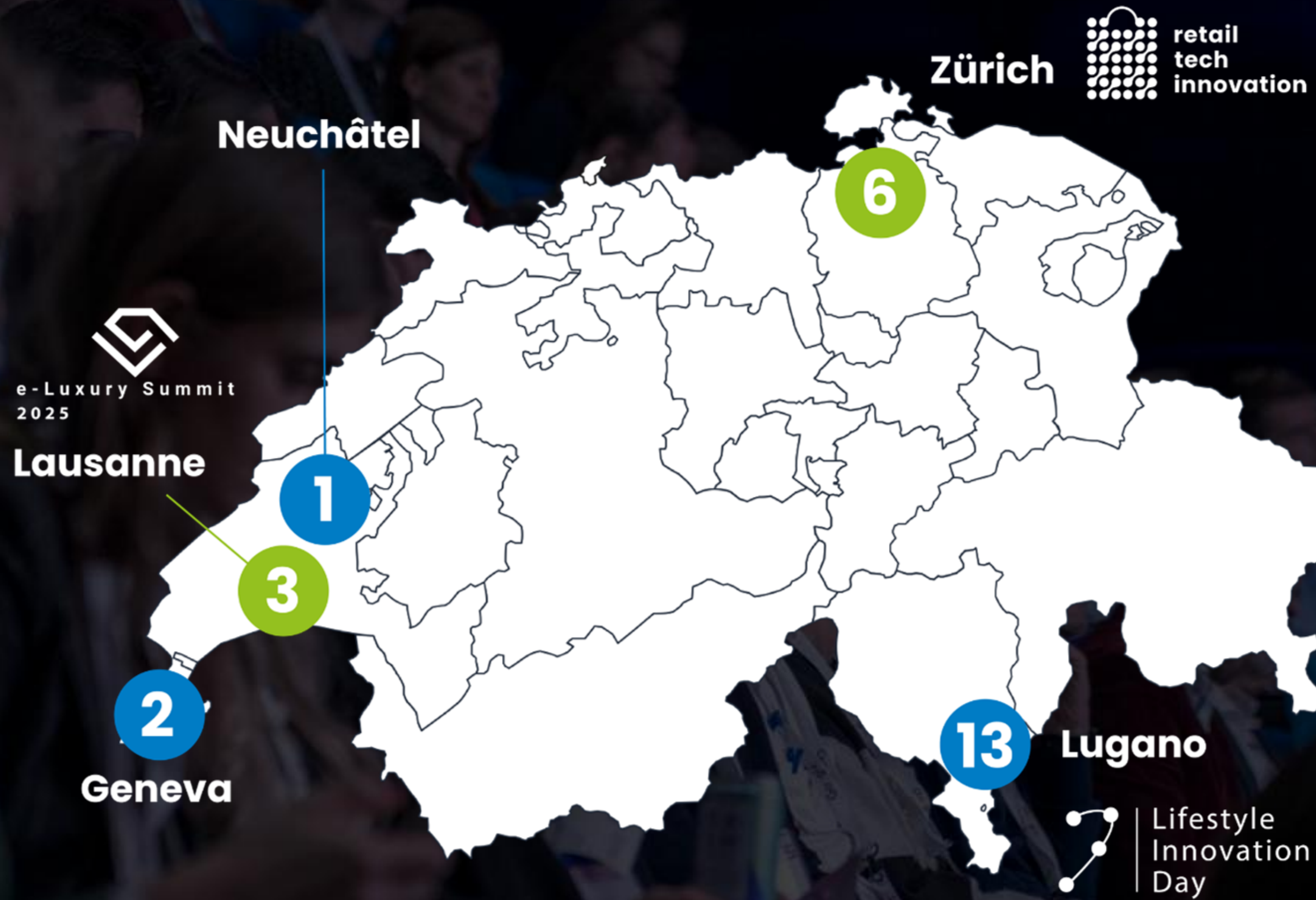




NEXT EVENTS IN THE PETCARE & LIFESTYLE INDUSTRY

OUR EVENTS ACROSS SWITZERLAND

Connecting people from all the main Swiss regions



Industry Deep Dives

Half Day Events with ad-hoc Industry focus

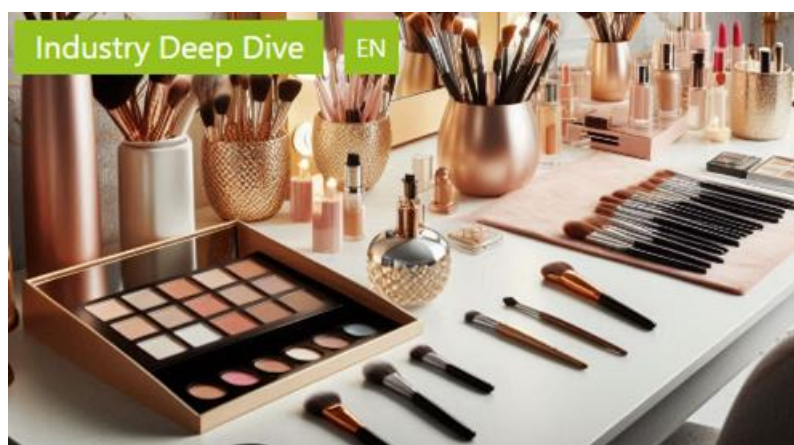
An afternoon long networking and keynote speeches event with decision makers and top-notch expertise from vertical Lifestyle industries.

11 MAR | PETCARE



MAR
11
2025
Petcare Innovation
Lugano, Switzerland starting from 14:00

26 JUN | BEAUTY



JUN
26
2025
Beauty
Lugano, Switzerland from 14:00

SEP 25 | FASHION -TECH



SEP
25
2025
Fashion Tech
Lugano, Switzerland



Community Day & Company Visit

June 12 th - Hosted by Heineken

Community Days are small events hosting from 30 to 50 C-level managers, entrepreneurs and Industry experts from medium and large enterprises, including:

- Community members
- Brands
- Tech Service Providers
- Academia
- Selected Guests
- Investors

Next Community Day on
Food & Beverage on Jun 12 hosted by



Lifestyle Innovation Day

Lugano – May 19th @Lugano Arte e Cultura



The Lifestyle Innovation Day is an exceptional opportunity to gain insight & knowledge, create business opportunities with some of the leading brands in fashion, beauty and sportswear, gaining visibility and reputation as an innovator in the field.



700+ Attendees



100+ Brands



80+ Speakers



2 VIP Aperitifs





Lifestyle Innovation Day



Jacopo Sebastio
Founder & CEO



Laura Benedettino
Global Digital Director



Andrea Franchi
Global Director Digital Wholesale Solutions



Jarvis Macchi
Global Brand Director Persol



Ilaria Barone
Brand and Digital Marketing Director



Victor Duran
CEO



Our Confirmed Speakers 2025



Marco Benasedo
Chief Information Officer



Matteo Molon
Digital Business & CRM Director



Michela Vecchiola
Vice President Global Customer Engagement



Vera Galarza
Global Head of Sustainability



Claire Deschamps
Chief Marketing Officer



Carsten Trenz
VP Digital EMEA



Retail Tech Innovation

Zürich – November 19th @Google HQ



Retail Tech Innovation launches its third edition on November 19th, 2025 hosted at the iconic Google headquarters in Zürich.

This event gathers managers from the Retail sector to discover and leverage underlying and untapped synergies to explore the frontiers of innovation, digital transformation overcome challenges.



250+
Attendees



130+
Brands



20+
Speakers





Mattia Zanetti

Head of Global Digital & Brand

Experience
Emmi Group



Elena Bernini

Consumer insights, Competitors and
Market Intelligence Manager

Lavazza



Nicolas Kroeger

Chief Digital Officer

Manor



Massimo Baggi

Marketing Director

Selex Group



Antonio Rossano

IT Senior Manager – Barilla Acceleration

Team
Barilla



Gian Maria Gentile

General Director

Digitail – EasyCoop.com

HOT TOPICS OF TODAY



1

**INNOVATION IN THE
PETCARE INDUSTRY**

3

**INVESTMENT IN THE
PETCARE MARKET**

2

**TRENDS & DIGITAL
TRANSFORMATION**

4

**MARKET AND
CONSUMER TRENDS**

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