

DAGORÀ

LifeStyle • Innovation • Hub

Welcome to the new Dagorà Lifestyle Innovation Hub

---

WHERE

INNOVATION HAPPENS

WHERE

PEOPLE COME FIRST

# OUR MISSION



We connect C-level managers decision makers in the Lifestyle sector to stimulate knowledge sharing, facilitate peer-to-peer networking and generate new business opportunities.



We are a community  
of C-level managers  
and entrepreneurs  
in the Lifestyle sector

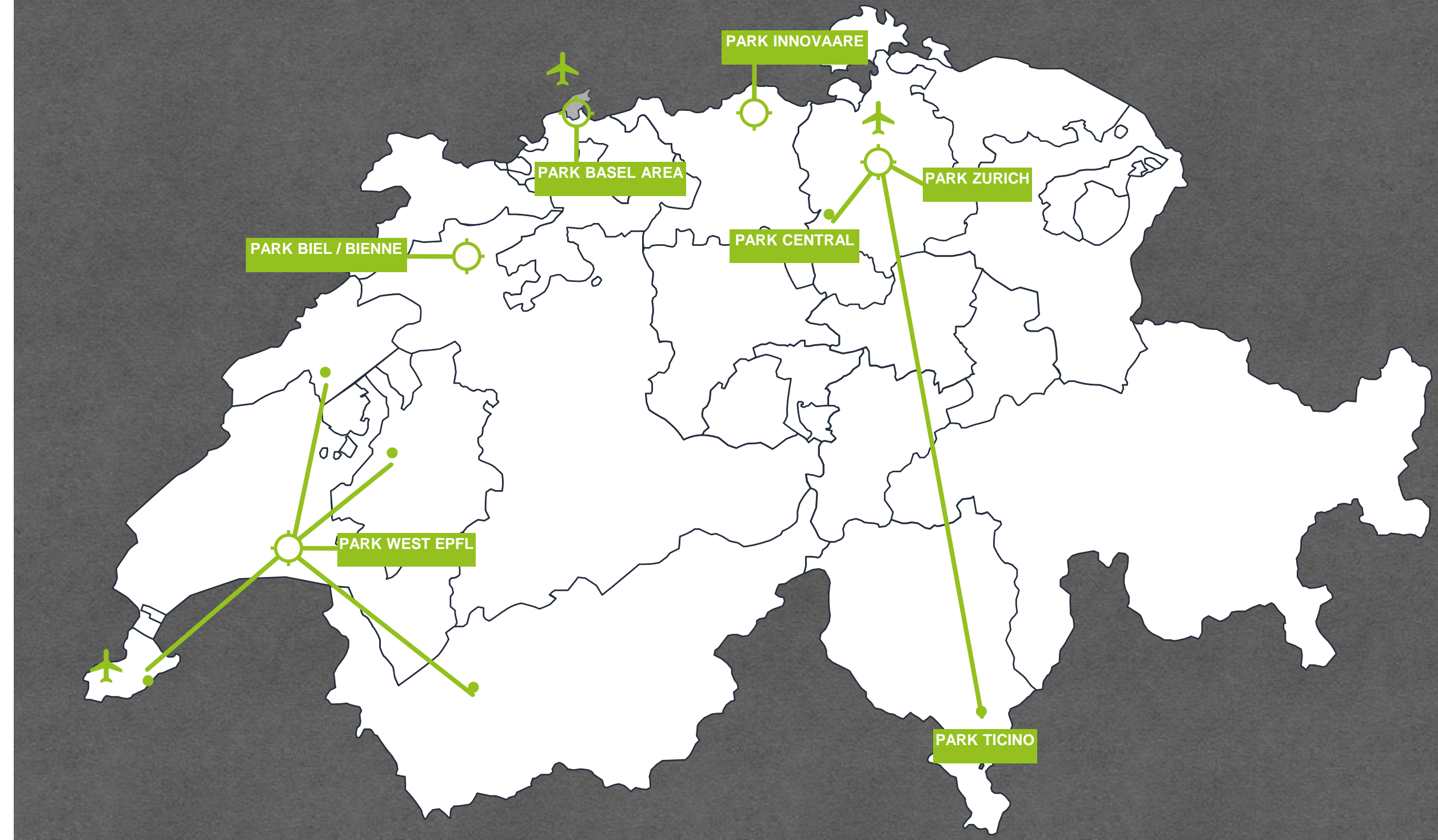


# Lifestyle Innovation Hub

We are a Community  
of Brands, Service  
Tech Providers, Retailers  
and Manufacturers  
fostering innovation  
through knowledge sharing  
and business networking.



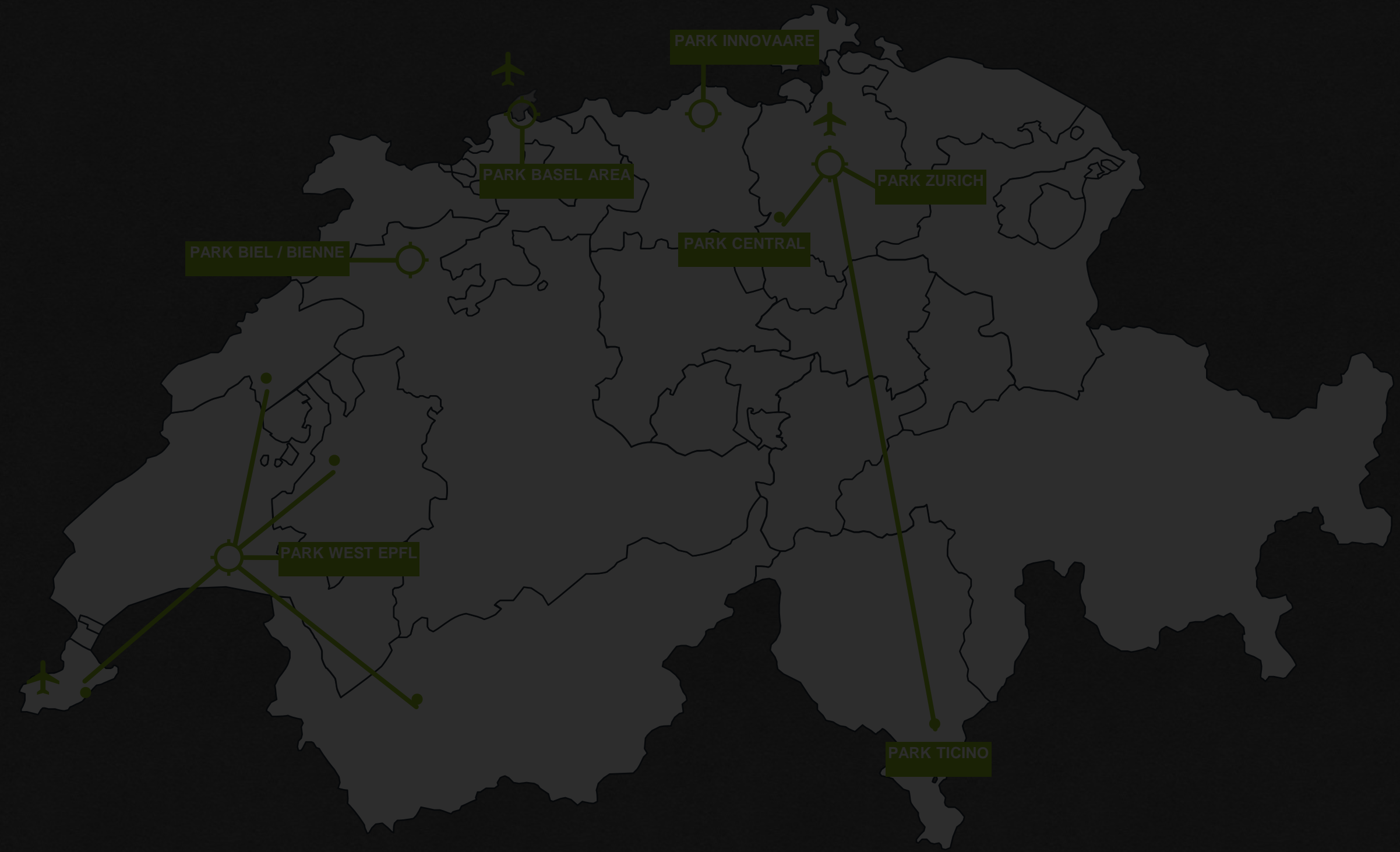
Dagorà is founding partner of Lifestyle Tech Competence Center, part of Switzerland Innovation Park.



The members of the association:



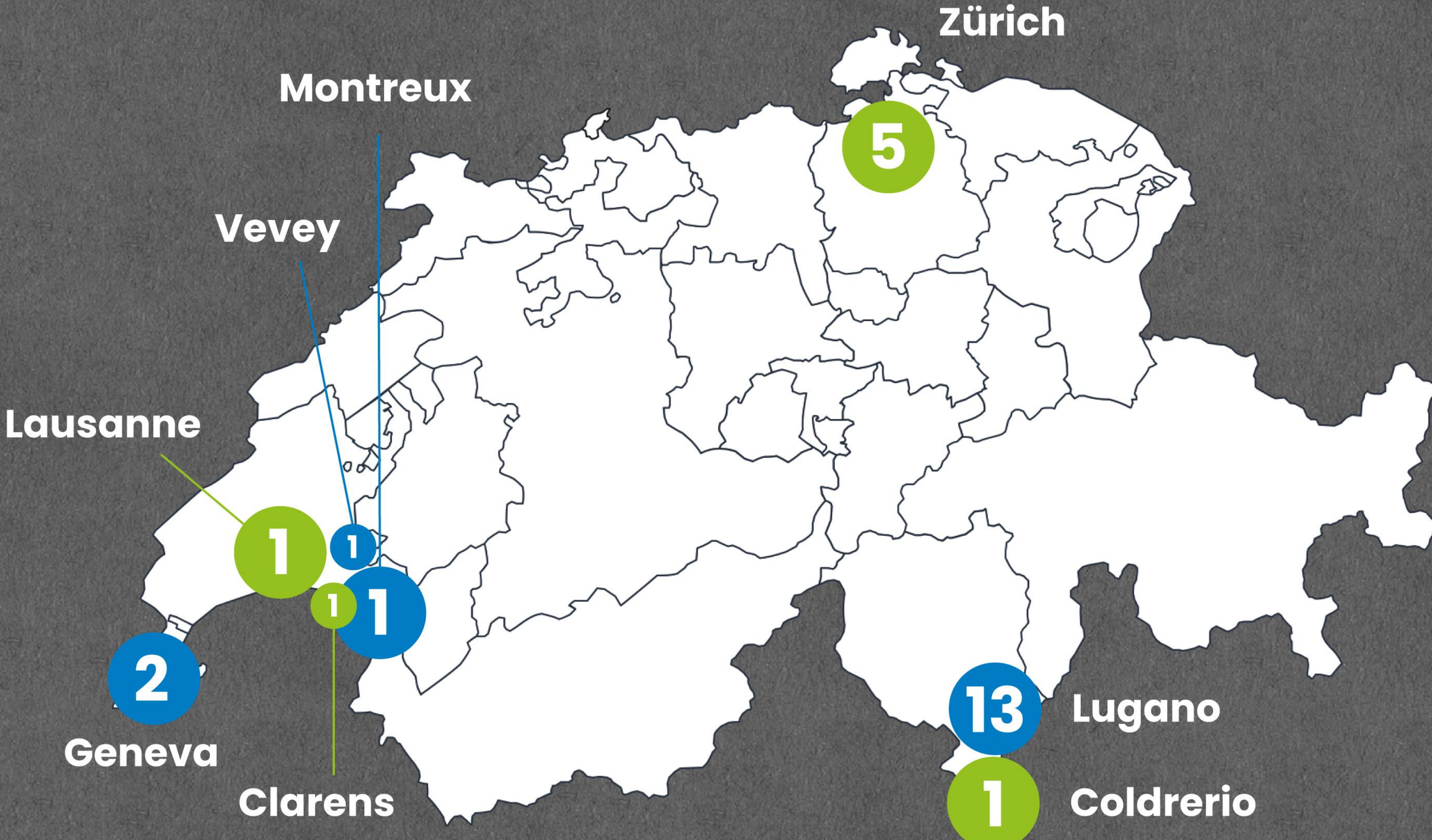
Dagorà is founding partner of Lifestyle Tech Competence Center, part of Switzerland Innovation Park.



The members of the association:



# 2024 EVENTS IN ALL MAIN REGIONS OF SWITZERLAND



# DAGORÀ EVENTS ROADMAP 2024

## LUGANO

PETCARE INNOVATION & DIGITAL TRANSFORMATION	14 MAR 2024
FASHION & LUXURY WORKSHOP INVITATION ONLY	12 MAR 2024
GUESS JEANS – THE NEXT 40 YEARS OF DENIM	26 MAR 2024
LIFESTYLE INNOVATION DAY 2024	22 APR 2024
FOOD & RETAIL WORKSHOP INVITATION ONLY	14 MAY 2024
DESIGN & FURNITURE AT BERTO	28 MAY 2024
VIP DINNER – INVITATION ONLY	6 JUN 2024
E-SUSTAINABILITY 2024	11 JUN 2024
SUSTAINABILITY & FASHION WORKSHOP – INVITATION ONLY	11 JUN 2024
FASHION & JEWELRY INNOVATION	3 OCT 2024

## ZÜRICH

TRAVEL & TECH AT TUI	9 APR 2024
DATA INTELLIGENCE FOR RETAIL AT MASTERCARD	27 JUN 2024
VIP DINNER – INVITATION ONLY	26 SEP 2024
RETAIL TECH INNOVATION	23 OCT 2024
COSMETICS	4 DEC 2024

## CLARENS

VIP DINNER – CLINIQUE LA PRAIRIE INVITATION ONLY	7 MAR 2024
---	------------

## LAUSANNE

ELUXURY SUMMIT 2024	26 NOV 2024
---------------------	-------------

## VEVEY

COFFEE & SUSTAINABILITY AT NESPRESSO	23 MAY 2024
--------------------------------------	-------------

## GENEVA

COMMUNITY DAY GENEVA	4 JUN 2024
DIGITAL & INNOVATION AT CARAN D'ACHE	19 SEP 2024

## COLDRERIO

COMMUNITY DAY AT HUGO BOSS TICINO	7 NOV 2024
-----------------------------------	------------



# UPCOMING —> COMMUNITY DAY



## Travel & Tech



**April 9th**  
2024



**16:00 - 18:00**  
CENTRAL EUROPEAN TIME

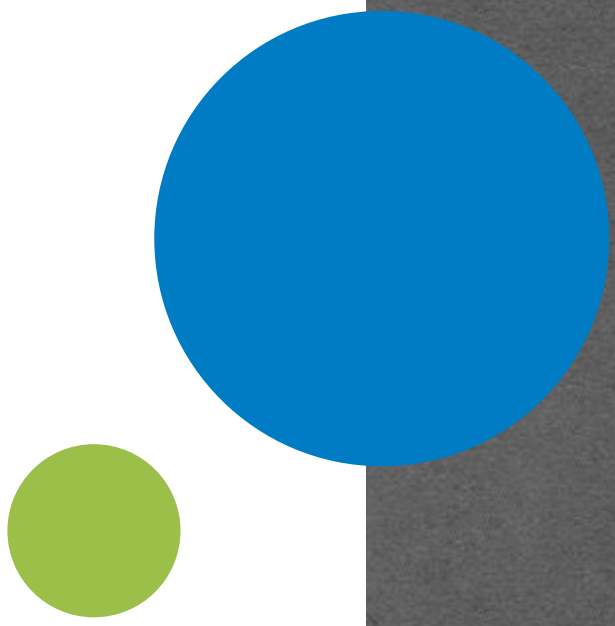


**Zurich**  
TUI SUISSE, FRIESENBERGSTRASSE 75,  
ZURICH 8036



Sponsored by





1000+ C-level attendees



80+ Speakers



100+ Brands



30+ Scale-ups



2 VIP Aperòs



Confirmed brand speakers



Matteo Bianchini  
Chief Digital Officer



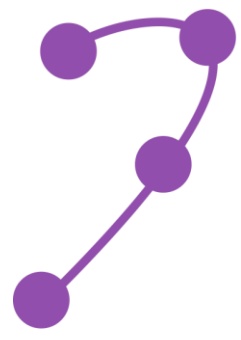
Ruth Oberrauch  
Member of the Executive Board



Irene Balascas  
Head of Sustainability



April 22nd, 2024 - LAC, Lugano



# Lifestyle Innovation Day

Agenda - April 2024

21

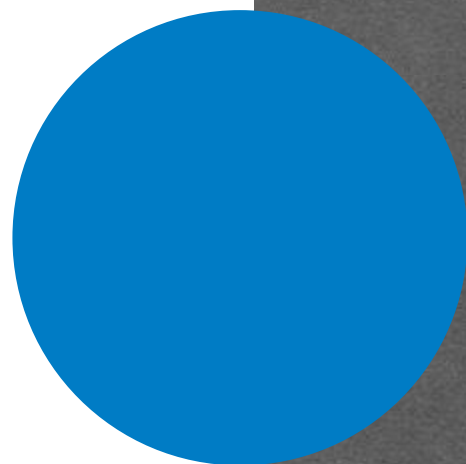
VIP APERÒ

22

MAIN EVENT

22

VIP APERÒ



## Confirmed brand speakers



**Karena Landini**  
Director, Talent Development Brands and  
Retail EMEA



**Nicola Girotti**  
Head of Product Design



**Chiara Ugozzoli**  
Global VP Digital, CRM and Data



**Elisabetta Frontini**  
Operating Partner



**Alessandro Pacetti**  
Global Direct to Consumer Director



**Marco Ruffa**  
Digital Transformation Director  
& ESG Lead



WELCOME NEW COMMUNITY MEMBERS

---

**Berto**

THE DREAM DESIGN MADE IN MEDA



 Pellegrini Catering Overseas





**Berto**

# Our businesses

- 01  Catering/ Canteen
- 02  Welfare Solutions
- 03  Cleaning and Integration Services
- 04  Vending machine
- 05  Food Supplies and meat processing industry





President



+41 79 376 62 38



[carlo@dagora.ch](mailto:carlo@dagora.ch)



[www.dagora.ch](http://www.dagora.ch)

Carlo Terreni



Community  
Development &  
Innovation Booster  
Director



+41 76 584 72 74



[daniele@dagora.ch](mailto:daniele@dagora.ch)



[www.dagora.ch](http://www.dagora.ch)

Daniele Panato