



“Wake Up Innovators” by Doxa & Connexia is back!
A new date with the 4.0 universe
and the innovation culture.
Guest: Simone Pieranni.

Calling all innovation buffs: you're invited to the seventh in the “Wake Up Innovators” series of meetings by Doxa & Connexia on Monday, 18 February.

Italo Marconi, Connexia's Chief Innovation Officer, and Simone Pieranni, the founder of China Files, will discuss the past, present and future of China.

Milan, 11 February 2019 – **Doxa**, Italy's leading market research and analysis firm, and **Connexia**, the marketing and communications consultancy agency, are hosting the seventh **“WAKE UP INNOVATORS”**, a series of monthly meetings about the digital culture, science, innovation, and disruptive communication.

This time we're talking about China.

Until a few years ago, China was seen as one of the more fragile, unstable countries in terms of social and economic development and a global manufacturer of low-quality goods. But China has implemented major funding initiatives and social and political reforms focused on promoting and supporting the innovation culture over the past ten years, and is now rapidly developing across a multitude of sectors. China has managed to completely revolutionise its role in the global economy with projects and initiatives, such as *Made in China 2015* and *The New Silk Road*, and accomplish levels of social control the like of which have never been seen before.

But what will be the consequences of this transformation process in the future?

Simone Pieranni, the founder of China Files and editor-in-chief of *il manifesto*, and **Italo Marconi, Connexia's Chief Innovation Officer**, will discuss the past, present and imminent future of China during a talk entitled, **"China 4.0: from the world's factory to technological leader."**

Connexia

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