

ARROW ELECTRONICS WORLD

June 18, 2026

ARROW

Palaverdi
Parma Convention Center
Viale delle Esposizioni 393/A
43126 Parma



Agenda

9:30	EVENT OPENING
10:40 – 10:50	Welcome <ul style="list-style-type: none">•Alberto Mattiello - Business Futurist, Moderator•Claudio Serra - Sales Director Italy - Arrow Electronics•Daria Pinna - Engineering Director South Europe - Arrow Electronics
10:50 – 11:30	Keynote - THE AI INSIDE Dall'elettronica tradizionale ai prodotti che percepiscono, decidono e agiscono <ul style="list-style-type: none">•Alberto Mattiello - Business Futurist, Moderator
11:30 – 11:45	Arrow Electronics Engineering Dal supporto allo sviluppo: come l'Engineering Arrow crea valore per i clienti <ul style="list-style-type: none">•Daria Pinna - Engineering Director South Europe - Arrow Electronics
11:45 – 12:05	Arrow Award Start-up Prima edizione del Premio alle Startup innovative Italiane <ul style="list-style-type: none">•Alberto Mattiello - Business Futurist, Moderator•Claudio Serra - Sales Director Italy - Arrow Electronics•Daria Pinna - Engineering Director South Europe - Arrow Electronics
12:05 – 14:00	Buffet Lunch & Networking
14:00 – 14:15	Warm up <ul style="list-style-type: none">•Alberto Mattiello - Business Futurist, Moderator•Claudio Serra - Sales Director Italy - Arrow Electronics
14:15 – 14:55	Keynote - La competizione tecnologica tra Stati Uniti e Cina Quanto conta la tecnologia nella sfida per l'egemonia tra Washington e Pechino? Vincerà la dimensione tecnologica o quella antropologica? <ul style="list-style-type: none">•Dario Fabbri – Journalist and Geopolitical Analyst, Director of “Domino” magazine
14:55 – 15:15	ANIE - Il mercato italiano dei componenti elettronici Scenari evolutivi e ruolo della politica industriale nazionale ed europea <ul style="list-style-type: none">•Alberto Mattiello - Business Futurist, Moderator•Cosimo Musca - ANIE President
15:15 – 15:20	Wrap-up <ul style="list-style-type: none">•Alberto Mattiello - Business Futurist, Moderator•Claudio Serra - Sales Director Italy - Arrow Electronics
15:20 – 15:35	Arrow Electronics World - Awards Premiazione contest Arrow Electronics World <ul style="list-style-type: none">•Alberto Mattiello - Business Futurist, Moderator•Claudio Serra - Sales Director Italy - Arrow Electronics•Daria Pinna - Engineering Director South Europe - Arrow Electronics
16:00 – 18:00	Aperitif and Closure

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Exhibitors

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How to reach:

- **BY TRAIN:** From just 25 minutes Reggio Emilia AV Mediopadana.
- **BY CAR:** From Milan recommended exit is Parma Centro, from Bologna recommended exit is Parma Centro. Parking near Palaverdi is free of charge.
- **BY AIR:** Milan Linate (120km) and Marconi Bologna (90Km) airports are easily reachable in less than 1 hour from the Parma exhibition center.

Recommended hotel:

To book a room for the night of 17 June, you must send an email to the selected hotel.

It is mandatory to use the code: **ARROW2026** to receive the discounted rate as outlined below. Rooms are subject to availability (we recommend booking as soon as possible).

Hotel Villa Ducale Parma

Via del Popolo, 35, 43122 Parma

Tel +39 0521 272727

€ 95 euro + city tax € 4

reservations@hotelvilladucaleparma.it

Best Western Hotel Green City Parma

Strada Cornocchio 55, 43126 Parma

Tel +39 0521 981295

€ 99 (IVA inclusa) + city tax € 4

info@inchotels.com (please specify in the email the name of the selected hotel)

Holiday INN Express Parma by IHG

Via Naviglio Alto, 50, 43100 Parma

Tel. + 0521 270593

€ 99 (IVA inclusa) + city tax € 2,50

info@inchotels.com (please specify in the email the name of the selected hotel)

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Hotel Parma & Congressi

Via Emilia Ovest, 281/A, 43126 Parma

Tel +39 0521 6760

€ 99 (IVA inclusa) + city tax € 4

booking@hotelparmaecongressi.com

Confidence Hotel Parma

Via K. Mansfield, 3, 43121 Parma

Tel +39 0521 1798296

€ 120 + city tax € 2,50

info@confidencehotelparma.it

Hotel Link 124

Via S.Leonardo, 124, 43122 Parma

Tel +39 0521 1790330

€ 138 euro + city tax € 4

prenotazioni@link124hotel.com

[Register now!](#)

Arrow Electronics World returns on 18 June 2026 at Palaverdi (Parma) for its fifth edition.

In an international landscape that is constantly evolving, what impact will geopolitical dynamics have on the global supply chain of the electronics industry? What opportunities will emerge, and what will be the boundaries of Artificial Intelligence at the edge? These are just some of the topics we will explore together with industry experts during the day's plenary sessions.

In the new and expanded Technology Area, Arrow's engineering team and partners will showcase numerous demos and innovative solutions. The 17,000 sqm exhibition area will host over 100 booths from Arrow manufacturers and partners, offering the opportunity to experience products and new technologies firsthand and engage directly with specialists.

Register now and secure your place at Arrow Electronics World 2026!

[Register now!](#)