**DIGITAL EVOLUTION: OPPORTUNITIES AND RISKS.**

**THE CYBER SECURITY ARENA RETURNS AT SICUREZZA 2023**

*The area dedicated to updating and discussion about IT security scenarios at Fiera Milano from today to 17 November.*

*Milan, 15 November 2023.* Artificial Intelligence, cloud, IoT, Big data: the growing digitalisation of products and processes puts the spotlight on IT risk. For this reason, in Italy, the NRRP has allocated 623 million euros to support awareness, training and digital culture in the public sector.

IT Security is today a strategic asset for every public and private company: according to the *WEF Global CyberSecurity Outlook 2023*, 43% of business leaders consider it likely that, in the next two years, a cyber attack will actually affect their company, making it essential to protect against and monitor possible attacks in real time.

For this reason, SICUREZZA, one of the leading European trade events and scheduled to take place **at Fiera Milano (Rho) from today to 17 November 2023**, is once again offering the **Cyber Security Arena,** the education areacreated to provide a broad vision of the upcoming Cyber Security and Data Protection scenarios.

It is a key theme also for the development and protection of the security sector and its professionals: in a market of integrated and connected solutions, they need to achieve a greater awareness and a digital culture to manage in a better way the potential of innovation and the potential risks.

According to a recent survey - promoted last September by Business International, the knowledge unit of Fiera Milano, on an online community of over 10,000 c-levels - companies trust 100% their IT security protocols, but they fear the absence of a real Cyber Security culture. 55% declare it is fundamental to educate colleagues, managers and professionals to recognize and defend themselves from so-called “exploits”, i.e. those attacks that exploit vulnerabilities present in applications, networks or hardware.

Another priority is the search for specialized personnel: 27% complain about the lack of skills and talents in their companies, thus showing a poor ability to maintain its cyber defense.

According to 67%, the most important skills required to a Chief Information Security Officer are Risk Management and Risk Assessment capabilities, followed by new skills in AI management (33%). A proof that artificial intelligence is influencing and revolutionizing the industry, now dominated by generative algorithms and malicious activity tracking and recognition capabilities. A process of total transformation that new business models have to consider and that represent the future of contemporary business.

**IA, CLOUD, MACHINE LEARNING: ADDED VALUE OR WEAKNESS?**

AI, business intelligence, machine learning become enhancers and enablers of innovative processes and the latest generation of devices, but at the same time represent an element of fragility.

They allow to overcome the old concept of security as an ability to remedy an attack, making it possible to anticipate the damage through adequate prevention plans. At the same time, they show how vulnerable are digital systems. For this reason, to fully exploit the potential of digitalization it is essential to invest in the training of professionals-

The Cyber Security Arena is a concrete tool to better face the challenge of digitalization. Designed and developed by Business International, it provides three days of update and comparison on **cyber security, data protection** and **cyber perimeter defense.**

Following a well-established format, the Arena will host alternating **Cyber Security Talks**, in-depth meetings **with sector experts** who will offer their views on the main trends in the industry, and **Cyber Security Tips**, short training sessions with suggestions and good practices of immediate application.

Four talks are scheduled over the three days of the fair.

Today the focus is on integration, **convergence and resilience in industrial security and the integration of physical and logical security**, an increasingly relevant aspect especially for industrial processes and the manufacturing sector. The evolution of systems in this direction brings considerable opportunities and at the same time security risks. The event will bring together the major sector experts and companies that have addressed this aspect, implementing successful strategies.

Tomorrow, 16 November, in the morning, the focus is on **Cyber Crime: the new frontiers of national and international cybersecurity**. We will discuss about the new geopolitical situation and the panorama of attacks; escalation of the cyber threats; the security of critical national infrastructures; development and strengthening of cybersecurity in Italy and the first NRRP investments and digital innovation trends and the impact on security models.

On Friday in the morning, the topic of **Cyber Security Compliance** will be addressed. In the face of an evolving regulatory framework, with its associated requirements, it is necessary to know how to adapt. The event will feature contributions from leading **legal experts** in the field who will present and advise participants on how to align procedures and any supporting technologies to make their organisations truly compliant.

The afternoon will be dedicated to **Cyber Awareness**: the weakest link in any security chain is human beings, so we will talk about the importance of raising awareness and creating a Professional Competence Development System capable of supporting and preventing possible criticalities*.*

The **tips** will offer practical and easy-to-apply information on **key cyber risk analysis tools**, the **main trends** in cyber attacks, the security of **artificial intelligence,** but also on the risks and damage that ineffective cybersecurity management can cause in the **smart city and smart building ecosystem**.

Renowned academics and sector experts will give concrete suggestions and sharing successful experiences, such as **Greta Nasi**, professor at Bocconi and at Politecnico di Milano, expert in Cyber Risk Strategy and Governance; **Stefano Fratepietro** , Cyber Security Evangelist; **Fabio Roli,** Full Professor of Computer Engineering, University of Genoa; **Francesco Bruschi**, Head at Blockchain & Web3 Observatory and **Stefano Panzieri**, Full Professor Department of Civil Engineering, Computer Science and Aeronautical Technologies, “Roma Tre” University.

*SICUREZZA is part of* ***MIBA, Milan International Building Alliance****, the event that will bring together four events:* ***GEE - Global Elevator Exhibition,*** *entirely dedicated to horizontal and vertical mobility,* ***ME-MADE expo,****Italy's leading event for innovative and sustainable solutions in the world of construction****, SMART BUILDING EXPO****,**the Italian home and building automation and technological integration event of reference and* ***SICUREZZA****, Italy's leading trade fair event and one of the first in Europe dedicated to security & fire. The common denominator for the global trade show includes solutions, materials and technologies proposed by fundamental sectors for the design, construction and redevelopment of buildings through energy efficiency and sustainability.*