

Bologna, 13 October 2015

***Tradizionalmente innovativi* at the Unipol Auditorium**

UNIPOL GROUP MAIN SPONSOR OF TEDxBologna

The Unipol Group, together with Unipol Ideas, will support the fifth edition of TEDxBologna. The theme of this important event to be held at the Unipol Auditorium is *Tradizionalmente innovativi* (Traditionally Innovative) and will see the participation of entrepreneurs, artists, designers and innovators.

TEDxBologna (acronym for Technology, Entertainment, Design; x signifying that the event is organised independently) will take place on Saturday 24 October and offers the unique opportunity to listen to nineteen speakers who will take turns on the stage of the Unipol Auditorium in Via Stalingrado 37 in sharing how they developed their successful ideas with an incredibly innovative outlook, without losing sight of their own background and roots.

Being traditionally innovative means successfully combining the rich history that surrounds us with an innovate perspective: this is the challenge that we are called to answer in a global context that is changing at an exponential rate. Many ideas, suggestions, proposals and projects all looking towards the future and its improvement for the benefit of society and above all for the future generations.

With its Corporate Sponsorship Program, the Unipol Group wishes to always remain close to the people and the community, by supporting projects that embrace sport, scientific research and social utility, the environment, entertainment, art and culture.

Because for the Unipol Group thinking of people's future also means thinking of what they love: entertainment

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Unipol Gruppo Finanziario S.p.A.

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