



Virtual  
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# Press Conference Schedule



Date: Thursday, 30 October 2025

Time: 11:00 AM – 12:00 PM (Lisbon Time)

Format: Online



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Event Link



<https://teams.live.com/meet/9315465209991?p=1ZOMOiCgAhuuFvPC5O>

Meeting ID: 931 546 520 999 1

Passcode: kD6Au3



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**11:00 – 11:05 | Welcome**

**Dr. Maria Mateeva-Kazakova, RAS Institute**

**11:05 – 11:15 | Opening Statement**

**Professor Gisela Canelhas, Professor Pedro Brandao,  
ISTEC**

**11:15 – 11:20 | Academic progress presentation**

**Professor Marco Romano, UNINT**

**11: 20 - 11:25 Insights on Immersive Learning**

**Applications**

**Dr OscarGarcia-Pañella, Academic & Program Director at  
ENTI-UB, IEBS and EUNEIZ Universities / Gamification &  
Serious Games (Cookie Box) / SGLab Directo**



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**11:25– 11:30| Industry Impact and Partnerships**

Professor Cecilia Bolognesi, Politecnico di Milano

**11:30 - 11:35 Extended reality (XR) experience beyond the  
laboratory**

Pietro Carratù, CEO – Youbiquo Srl (Italy)

**11:35 – 12:00 | Q&A Session and Media Interaction**

Open floor for questions from journalists and participants.

Closing remarks and information about post-event media  
availability.



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### Follow-up:

Media representatives may request one-on-one virtual interviews following the event by contacting the VIC Press Office at Dr Maria Mateeva-Kazakova  
[kazakovamm@rasinstitute.com](mailto:kazakovamm@rasinstitute.com).