

## Creactives will join the “Innovation In – Digitalisation & Tech” event

Verona, May 12, 2021. **Creactives Group S.p.A.** (“**Creactives Group**”) (ISIN IT0005408593 - ticker: **CREG**), an international company that develops **Artificial Intelligence** technologies to address real-life business problems in the Supply Chain, announces that [Creactives S.p.A.](#), the fully owned operating company, will join the “[Innovation In – Digitalisation & Tech](#)”, taking place May 25 – 27 in virtual mode.

Due to the disruptive nature of Covid 19, businesses have witnessed an unprecedented acceleration and need for all things digital and innovative. This acceleration has provided Procurement with the unique opportunity to harness emerging and innovative technologies and processes; and in so doing, become a true digital driver throughout the business.

The “Innovation In – Digitalisation & Tech” event is organized by [Procurement Leaders](#), the world’s largest and most valued procurement network and intelligence platform. Procurement Leaders, an organization known for its executive conferences, membership and research in the procurement sector, through next-practice insights, practical tools, expert guidance and industry connections, accelerates the transformation journey to greater value creation and procurement excellence.

Adriano Garibotto (Chief Sales & Marketing Officer at Creactives) and Alfredo Figueira (Head of Commercial and Corporate Procurement Services at GALP S.A) will give a speech on “Data Quality of Materials and Services Master Data: Why it is the cornerstone of any digitalization initiatives”.

For registration and additional details, please visit: [link](#)

### About Creactives Group

**Creactives Group S.p.A.** (“**Creactives Group**”) (ISIN IT0005408593 - ticker: **CREG**) is an international company that develops **Artificial Intelligence** technologies to address real-life business problems which are too complex to be solved through conventional approaches.

For more information please visit: [www.creactivesgroup.com](http://www.creactivesgroup.com)

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