

Opening Italian excellences to the world

EXHIBITIONS AND ITALIAN EXCELLENCE BETWEEN HISTORY AND FUTURE

**ROMA,
JUNE 7th 2017
h. 10:00**

ICE Agenzia, Sala Pirelli
- via Liszt, 21 -



**H 10:00
GUEST REGISTRATION**

**H 10:30
WELCOME GREETINGS AND OPENING**

Michele Scannavini, President of ICE-Agenzia
*Fabrizio Lucentini, Director General For Internationalization and Trade
Promotion Policies*
Ettore Riello, President of AEFI

**H 11:00
ITALIAN EXHIBITIONS AND THEIR CONTRIBUTION TO GROWTH
AND INTERNATIONALIZATION**

Giulio Sapelli, Full Professor of Economic History - University of Milan

**H 11:30 - Round Table
ITALIAN EXCELLENCE: HISTORY, TERRITORY, PEOPLE, PRODUCT AND FUTURE**

Participants:
Franco Boni, President of BolognaFiere and Vice President of AEFI
Lorenzo Cagnoni, President of Italian Exhibition Group and Vice President of AEFI
Maurizio Danese, President of Veronafiere
Giovanni Laezza, C.E.O of Riva del Garda Fierecongressi and Vice President of AEFI
*Giovanni Sacchi, Director of the Made in Italy Export Promotion Department
ICE-Agenzia*

**H 12:00 - Round Table
INTERNATIONAL ACKNOWLEDGEMENT**

Participants:
Clare Benfield, Journalist "Café Life"
Bruno Colucci, Sales Executive Director Carniato Europe
Mike Kirschman, Vice President Aecom
Li Lili, CEO - Italian Nuovo Fashion

Moderator: *Laura la Posta, Editor in Chief of "Il Sole 24 Ore", in charge of the
supplement "Rapporti"*

**H 13:15
CONCLUSIONS**

**H 13:30
LIGHT LUNCH**

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