



Italian Exhibition
& Trade Fair
Association



ITALIAN EXHIBITIONS & MADE IN ITALY:

STRATEGIC ALLIANCE ON THE ROUTE OF INTERNATIONAL MARKETS

Rome, June 1st 2022

Centro Congressi Fontana di Trevi
Auditorium Loyola
Piazza della Pilotta, 4

ORE 10:30 A.M.

Welcome greetings and opening

Maurizio Danese

President of AEFI

ORE 10:50 A.M.

Research presentation:

The microeconomic, sectoral and macroeconomic impact of the Italian trade fair system.

Giuseppe Schirone

Prometeia

ORE 11:20 A.M.

Speech by **Luigi di Maio**

*Minister of Foreign Affairs
and International Cooperation*

ORE 11:40 A.M.

The point of view of trade fairs (Q&A)

Maurizio Danese

President of AEFI

Antonio Bruzzone

General Manager of BolognaFiere S.p.A.

Lorenzo Cagnoni

President of Italian Exhibition Group S.p.A.

Luca Palermo

C.E.O.

Fiera Milano S.p.A.

Pietro Piccinetti

Vice President of AEFI

Renato Pujatti

*Coordinator of Exhibitions in Network
Commission and President Pordenone Fiere*

ORE 12:00 A.M.

Trade fairs and promotion,
the role of institutions.

Carlo Ferro

President of ITA - Italian Trade Agency

Pasquale Salzano

Chairman of Simest

Federico Carli

*Internationalization Advisor
Ministry of Tourism*

ORE 12:30 A.M.

Conclusions

Speech by **Giancarlo Giorgetti**

Minister of Economic Development

Maurizio Danese

President of AEFI

Moderator **Gennaro Sangiuliano**

Director of Tg2

FOLLOWING

Light lunch