

Our history is exhibiting yours.

Global Exhibitions Day 2023

#GED2023

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GLOBAL
EXHIBITIONS
DAY 7 JUNE 2023
GLOBALEXHIBITIONSDAY.ORG

Event celebrating the 40 year history of AEFI, to be held on Global Exhibitions Day

Internationalisation and tourism: 2 capitals of the exhibition industry at the service of Made in Italy

Rome, 7 June 2023, 14:30

Hall of the Temple of Vibia Sabina and Adriano, Rome Chamber of Commerce, Piazza di Pietra

PROGRAMME

14:30 Welcome greetings

Lorenzo Tagliavanti
President of Rome Chamber of Commerce
Matteo Zoppas
President of ICE

14:35 A call for the future of exhibitions
Maurizio Danese
President of AEFI

14:45 Participation of:

Daniela Santanchè
Minister of Tourism

RESEARCH PRESENTATION:

15:00 The impact of trade fair tourism in Italy

Giuseppe Schirone
Prometeia

15:20 Internationalisation strategy for the
Italian exhibitions system

Francesco Calvi Parisetti and **Luca Leardini**
Partner and Project Manager
Roland Berger Italia

15:45 Round table

The future of the Italian exhibitions system
Speakers:

- **Federico Bricolo**, President of Veronafi SpA
- **Antonio Bruzzone**, General Manager of BolognaFiere SpA and Vicepresident of AEFI
- **Roberto Foresti**, Strategic Director of Fiera Milano SpA
- **Pietro Piccinetti**, Vicepresident of AEFI
- **Renato Pujatti**, President of Pordenone Fiere SpA Coordinator of Exhibitions in network AEFI Commission

16:30 Conclusions
Participation of:

- **Adolfo Urso**
Minister of Enterprises and Made in Italy
- **Maurizio Danese**
President of AEFI

16:50 AEFI 40 years Awards Ceremony

Moderator:
Laura La Posta
Editor-in-chief of Il Sole 24 Ore

To confirm your participation, please register at:

<https://bit.ly/3o2Zruq>

