

# Italy is Back

Opportunities and new paradigm in doing  
business with the United States

Florence, 18 November 2016

## Promoters



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Hosted by COMUNE DI FIRENZE

## Agenda

- 09.00** **Opening Remarks**  
Fernando Napolitano, *CEO Italian Business & Investment Initiative*
- 09.05** **Welcome**  
Nicoletta Mantovani, *Commissioner for International Relations and Cooperation of the City of Florence*
- 09.15** **Results of the EY Observatory on Doing business in Italy**  
Donato Iacovone, *Mediterranean Managing Partner, EY*
- Focus on US presence in Italy and TTIP**  
Stefano Venturi, *President, American Chamber of Commerce Italy*
- 09.50** **Geopolitics – Italy in the international context**  
Economic and social perspective in the wake of the reforms process, and the relationship with the US in the post-election scenario
- MODERATOR: Pimm Fox, *Bloomberg Media*
- Giuliano Amato, *Honorary President, The Aspen Institute Italy*
  - Suzanne Berger, *MIT Professor of Political Science*
  - Marta Dassù, *Senior Director European Affairs, The Aspen Institute*
  - Franco Frattini, *Former Italian Foreign Affairs Minister and President of SIOI*
- 10.15** **Italian success stories in the USA**
- Ferruccio Ferragamo, *President, Salvatore Ferragamo*
  - Andrea Guerra, *CEO, Eataly*
  - Stefano Ricci, *President, Stefano Ricci*

**10.45** *Coffee break*

**11.00** **Doing business in Italy: the financial investors perspective**

INTRODUCTION: Flavio Valeri, *Chief Country Officer, Deutsche Bank*

DISCUSSION PANEL, MODERATED BY Pimm Fox, *Bloomberg Media*

- Maria Francesca Carli, *Managing Director, BDT & Company*
- Monica Mandelli, *Managing Director, KKR, New York*
- Guido Nola, *Senior Country Officer, JP Morgan Italy*

REMARKS, MODERATED BY Federico Fubini, *Corriere della Sera*

- Domenico Arcuri, *CEO, Invitalia*
- Alessandro Decio, *CEO, SACE*

**12.00** **US Corporates in Italy**

- Sandro De Poli, *Country CEO Italy and Israel, GE Italy*
- Luciano Frattini, *President and CEO, Medtronic Italia*

**12.20** **New paradigms of innovation and how to create new entrepreneurship**

MODERATOR: Federico Fubini, *Corriere della Sera*

- Matteo Del Fante, *CEO, Terna*
- Maximo Ibarra, *CEO, Wind*
- Massimiliano Magrini, *Managing Partner, United Ventures*
- Marialina Marcucci, *Global Communication Director, Kedrion*
- Michael Nowlis, *Asst Dean at Johnson Graduate School of Management at Cornell University*
- Massimo Scaccabarozzi, *President, Farmindustria*

**13.20** **The role of the media in Italy's reputation and relevance**

- Fedele Confalonieri, *President, Mediaset*

**13.40** *Light Lunch*