



Italian Exhibition
& Trade Fair
Association



GLOBAL
EXHIBITIONS
DAY #GED19

COOPERATION AND SUSTAINABILITY

CHANGE DRIVERS FOR ITALIAN FAIRS

ROME | 5TH OF JUNE 2019

AUDITORIUM ARA PACIS
VIA DI RIPETTA 190 - H. 10.30 AM

#GED19 #AEFIGED2019

PROGRAMME

10.30 Registration e Welcome coffee

11.00 Welcome Addresses

Giovanni Laezza *President AEFI*

Giuseppe Mazzarella *Board member ICE - Italian Trade Agency*

Nicola Lener *Director Internationalisation sector Ministry of Foreigns Affairs and International Cooperation*

Fabrizio Lucentini *Director General for internationalisation and trade promotion policies Ministry of Economic Development*

Giuseppe Tripoli *General Secretary Unioncamere*

Stefano Bonaccini *President of the Conference of Regions and Autonomous Provinces*

11.30 NARRATING ITALY: WHAT TO DO, WHAT TO AVOID

Beppe Severgnini *journalist*

CHANGE DRIVERS FOR ITALIAN FAIRS

12.00 COOPERATION | Synergies for the development of the Italian fair system

Moderator: **Andrea Pancani** *journalist and tv presenter*

Participants:

Giovanni Laezza *General Director Riva del Garda Fierecongressi and President AEFI*

Antonio Bruzzone *General Director BolognaFiere and Vice President AEFI*

Lorenzo Cagnoni *President Italian Exhibition Group and Vice President AEFI*

Fabrizio Curci *CEO Fiera Milano and Vice President AEFI*

Maurizio Danese *President Veronafiere and Vice President AEFI*

Renzo Piraccini *President Cesena Fiera and Coordinator Internationalisation Commission AEFI*

12.30 Conclusions:

Michele Geraci *Under Secretary Italian Ministry of Economic Development*

13.00 Buffet lunch

14.30 SUSTAINABILITY | The value of sustainable development

Italian fairs present their best practices for eco sustainability from the perspective of fair locations, organizing procedures and fair themes

Moderator: **Andrea Pancani** *journalist and tv presenter*

Participants:

Piero Bonasegale *Director Villa Erba*

Francesco Crognale *Area Operations Coordinator Fiera Roma*

Giovanni Giuliani *Operations and Security Services Director BolognaFiere*

Gianna La Rana *Investor Relations Manager Fiera Milano*

Marco Lucchi *Sustainability Manager Riva del Garda Fierecongressi*

Thomas Mur *Director Fiera Bolzano*

Sandro Nocchi *Financial Manager Firenze Fiera*

Silvia Paparella *Project Manager RemTech Expo Ferrara Fiere Congressi*

Giorgio Possagno *Operations Director Veronafiere*

Mario Vescovo *Operations Director of Vicenza Exhibition Centre Italian Exhibition Group*

16.00 Closing remarks

THANKS FOR THE SUPPORT GOES TO:

**ENTE FIERA
PROMOBERG**

**Bologna
Fiere**

FIERABOLZANO  MESSEBOZEN

 **Villa Erba**
International congress
and exhibition center

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FIERA**

 **FERRARA FIERE
CONGRESSI**

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