



Italian Exhibition  
& Trade Fair  
Association

## Webinars

# ITALIAN EXHIBITIONS REOPEN: supports, tools and activities for the restart

**3 June 2021**  
online from 9:30 am

Participation is free after [registration](#),  
which will be followed by the necessary link for connection

#GED2021  
#AEFIGED2021

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### 9:30 am - **WELCOME AND OPENING SESSION**

**Maurizio Danese**, President of AEFI, President of Veronafi SpA

**Massimo Goldoni**, President of CFI Comitato Fiere Industria

**Kai Hattendorf**, Managing Director and CEO of UFI

### 10:00 am - **SUPPORTS**

*Funding for exhibitors, concessions and supports for the incoming of foreign operators, promotion of the new calendar, agreements for the enhancement of the territory*

**Carlo Romeo**, Head of Ufficio XIV - Events and exhibitions to promote the economic system, D.G. for the Promotion of the Country System, Ministry of Foreign Affairs and International Cooperation

**Maurizio Forte**, Director of the Coordination Office for the Promotion of Made in Italy, ICE Agenzia

**Mauro Alfonso**, CEO of SIMEST SpA

**Pietro Piccinetti**, Deputy President of AEFI, Sole Administrator and Managing Director of Fiera Roma Srl

**Lorenzo Becattini**, President of Firenze Fiera SpA

### 11:00 am - **TOOLS**

*Interventions implemented in this period to support the sector and to facilitate its restart: from the safety protocols, to the guidelines for privacy*

**Nazario Pedini**, Coordinator of the AEFI Technical Commission, Operations Director of Italian Exhibition Group SpA

**Giovanni Giuliani**, Deputy Coordinator of the AEFI Technical Commission, Operations Director of BolognaFiere SpA

**Alessandro Pavesi**, Venue Manager of Fiera Milano SpA

**Giovanni Barbato**, Coordinator of the Legal Commission of AEFI, Chief Internal Auditor of Veronafi SpA

**Alessandro Savoia**, Deputy Coordinator of the Legal Commission of AEFI, Head of Administration and Finance of BolognaFiere SpA

**Sergio Fumagalli**, data protection expert and member of the Clusit Scientific Committee

### 12:00 pm - **ACTIVITIES**

*The contribution of the individual associates to the restart; coordination of calendars and new joint initiatives at national level; joint promotion on international markets; initiatives in the social field*

**Renzo Piraccini**, Coordinator of the AEFI Internationalisation Commission, President of Cesena Fiera SpA

**Renato Pujatti**, Coordinator of the AEFI Fairs Network Commission, President of Pordenone Fiere SpA

**Massimo De Bellis**, Managing Director of Cremona Fiere SpA

**Domenico Lunghi**, Business Unit Director of BolognaFiere SpA

**Emanuele Vietina**, Managing Director of Lucca Crea Srl

### 1 pm - **CONCLUSIONS AND CLOSING SESSION**

**Antonio Bruzzzone**, Deputy President of AEFI, Managing Director of BolognaFiere SpA

**Luca Palermo**, Deputy President of AEFI, CEO and Managing Director of Fiera Milano SpA

on the occasion of



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