



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 Bruzzone, 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

