

National Conference on Export and Business Internationalisation

Wednesday, 17 December 2025 – Milan

08:30 *Registration and welcome coffee*

10:00 **OPENING OF THE CONFERENCE**

Introduction and moderation: Mariangela Pira, Sky TG24

OPENING REMARKS

Carlo Bonomi, President of Fiera Milano

10:05 **OPENING ADDRESS AND CONTEXT SETTING**

Antonio Tajani, Deputy Prime Minister and Minister of Foreign Affairs and International Cooperation

10:15 **KEYNOTE INTERVENTIONS**

Francesco Lollobrigida, Minister of Agriculture, Food Sovereignty and Forestry
Emanuele Orsini, President of Confindustria

10:30 **THE ITALIAN EXPORT ACTION PLAN IN HIGH-POTENTIAL NON-EU
MARKETS**

Andrea Montanino, Chief Economist, CDP

Alessandro Terzulli, Chief Economist, SACE

**VIDEO MESSAGE BY THE MINISTER OF COMMERCE AND INDUSTRY OF
INDIA, PIYUSH VEDPRAKASH GOYAL**

10:40 **THE VOICE OF BUSINESS**

Representatives of business associations will address export support strategies and the value of dialogue between enterprises and institutions in seizing opportunities in foreign markets and responding to current challenges and critical issues in international trade.

Opening contributions: **Matteo Zoppas**, President, Italian Trade Agency

Veronica Squinzi, Vice President, Assolombarda

Andrea Prete, President, Unioncamere

Giovanni Bozzetti, President, Fondazione Fiera Milano

Dario Costantini, President, CNA

In collaboration with / With the support of:

Cristian Camisa, President, CONFAPI

Simone Gamberini, President, Legacoop

Barbara Cimmino, Vice President, Confindustria

Giorgio Mercuri, Vice President, Confcooperative

Luca Brondelli di Brondello, Vice President, Confagricoltura

Riccardo Garosci, Vice President, Confcommercio

Luigi Scordamaglia, CEO, Filiera Italia and Director for Markets, Europe and Internationalisation, Coldiretti

Eugenio Massetti, Vice President, Confartigianato

11:50 INVESTMENT ATTRACTION

Valentino Valentini, Deputy Minister for Enterprises and Made in Italy

12:00 PANEL: THE ROLE OF LARGE COMPANIES IN SUPPORTING SME VALUE CHAINS

Large enterprises play a key role in promoting the internationalisation of Italian production value chains. The panel will discuss how large and medium-to-large companies can facilitate SMEs' access to new business opportunities, transfer innovation across the value chain, strengthen national competitiveness and expand the presence of Made in Italy in global markets.

Moderator Fabrizio Massaro, Deputy Editor-in-Chief, Milano Finanza

Marco Tronchetti Provera, Executive Vice Chairman, Pirelli

Pierroberto Folgiero, Chief Executive Officer, Fincantieri

Emma Marcegaglia, Chair and CEO, Marcegaglia Holding

Vito Pertosa, President, Mermec

Armando Varricchio, Special Envoy of the Minister of Foreign Affairs and International Cooperation for Innovation and New Technologies

Dario Scannapieco, Chief Executive Officer, CDP

Maurizio Danese, President, AEFI

Regina Corradini d'Arienzo, Chief Executive Officer, SIMEST

12:50 PANEL: THE NEW GEOGRAPHIES OF EXPORT. OPENING AND DEVELOPING MARKETS TO GROW ITALY'S GLOBAL PRESENCE

The trend towards fragmentation of global markets exposes companies to new barriers and renewed international competition. The panel will discuss priority actions for businesses and institutions to safeguard and develop Italy's commercial presence worldwide.

Moderator Fabio Tamburini, Editor-in-Chief, Il Sole 24 Ore

Matteo Bruno Lunelli, President, Altagamma and Chairman and CEO, Ferrari Trento

Elena Zambon, Chair, Zambon Group

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Antonio D'Amato, President, Seda International Packaging Group
Joerg Eberhart, Chief Executive Officer, ITA Airways
Domenico Pimpinella, Director General, BF S.p.A.
Lucia Forte, Chief Executive Officer, Oropan
Michele Pignotti, Chief Executive Officer, SACE
Carlo Baldocci, Ambassador of Italy to Saudi Arabia
Carmelo Basile, Managing Director, Fattoria della Piana

13:40 SPORTS DIPLOMACY – FROM MILAN–CORTINA 2026 TO THE WORLD: MOUNTAIN ECOSYSTEMS AND THE INTERNATIONAL PROJECTION OF MADE IN ITALY

On the eve of the Milan–Cortina 2026 Olympic and Paralympic Games, the panel will explore the role of mountain regions as ecosystems of innovation, sustainability and promotion of Made in Italy. Sport as a driver of business internationalisation and a global showcase for Italy.

Moderator **Mariangela Pira**, Sky TG24

Alberto Zanatta, President, Tecnica Group and Vice President, World Federation of the Sporting Goods Industry
Nemanja Dogo, Executive Sales Manager, TechnoAlpin
Stefania Belmondo, Olympic Champion
Alessandro Andreoni, Paralympic Athlete
Veronica Vecchi, President, Milan–Cortina 2026 Infrastructure Company

14:05 CLOSING ADDRESS

Antonio Tajani, Deputy Prime Minister and Minister of Foreign Affairs and International Cooperation

14:15 SUSPENSION OF PROCEEDINGS

Networking opportunities among associations, business representatives, ambassadors, ITA Directors and heads of CDP, SACE and SIMEST foreign offices.

14:30-19:00 DIRECT MEETINGS BETWEEN COMPANIES AND AMBASSADORS, ITA DIRECTORS AND CDP, SACE AND SIMEST EXPERTS

Alongside the Conference's thematic sessions, **direct meetings will take place between Ambassadors, Directors of ITA Offices abroad, experts from CDP, SACE and SIMEST, and representatives of companies and business associations** to explore development opportunities in foreign markets.

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15:30	PARALLEL THEMATIC SESSIONS ON EXPORT SUPPORT TOOLS ORGANISED BY ITA, CDP, SACE AND SIMEST (adjacent meeting rooms)
15:30-16:50	CDP – SIMEST: ITALIAN EXPORT PERSPECTIVES, PARTNERSHIPS AND SOLUTIONS FOR GLOBAL COMPETITIVENESS <i>Room: Sagittarius</i>
16:00-17:00	ITALIAN TRADE AGENCY: TOOLS FOR BUSINESS INTERNATIONALISATION <i>Room: Libra</i>
16:30-17:30	SACE – ACCELERATING EXPORT: SACE SOLUTIONS FOR INTERNATIONAL BUSINESS GROWTH <i>Room: Aquarius</i>
19:00	END OF PROCEEDINGS

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