



Camera di Commercio Italiana in Cina

中国意大利商会

China - Italy Chamber of Commerce

Italian Chambers of Commerce in Asia, UAE and South Africa

Area Meeting 2014

Beijing, April, 3rd - 6th

Program

APRIL, 4th (Friday), venue Auditorium, Italian Institute of Culture, Italian Embassy in China

9:00 - 13:00 Open Seminar on Italian Investment Abroad

More Italy in Asia: Italian Investments' outlook for the 2014 and best practices amongst Chambers' Members.

Abstract: According to UNCTAD, Italian Investments abroad reached 30.397,3 mln USD in 2012. Investments abroad are pivotal to the internationalization of companies. Investments abroad represent the vehicle to lower production costs, spot for competitive resources, speed up post-sales service, monitor market trends, adapt offer to consumers' demand and enter foreign market. Notwithstanding above-mentioned benefits, small medium enterprises often lack vision, economic and human resources to expand and growth abroad.

Within this framework, the seminar *More Italy in Asia: Italian Investments' outlook for the 2014 and best practices amongst Chambers' Members* will provide a state-of-the-art picture of the situation of Italian Investments in Asia. A special section will be dedicated to China, host Country of the event captioned, where Italian investments reached 11 bln Euro. Data and experiences from other Asian/African/Middle Eastern Countries will be gathered throughout a round table moderated by Italian journalist Rita Fatiguso.

The seminar will highlight strengths and weaknesses in different Countries and business sectors. Expected outcome is to enable participants to have a deeper understanding of companies' needs in order to better assist them abroad.

Agenda

8:30 - 9:00

Registration

9:00 - 10:00

Part I: Opening Speeches

Franco Cutrupia, CICC Chairman

Alberto Bradanini, H.E. Ambassador of Italy

Leonardo Simonelli Santi, Assocamerestero's Chairman

10:00 - 11:30

Part II: Focus on China

Moderator: Claudio D'Agostino, Vice Chairman CICC Shanghai

Lu Lanping, First Secretary, Foreign Investments Department Promotion Office, Ministry of Commerce, P.R.C., *China FDI Situation and Policy*

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Augusto Massari, Chief of the Economic and Commercial section of Embassy of Italy in RPC,
Italian economic presence in China

Examples of Italian presence in China

- Guido D. Giacconi, President, In3act
- Guido Molteni, Vice General Manager, Tenova Industrial Technologies (Beijing) Co., Ltd.
- Arch. Patrizio Tonini, Design Director, Progetto CMR
- Fabrizio Finocchiaro, Managing Director China and SE Asia, Cobra Automotive Technologies - Cobra (Beijing) Automotive Technologies Co., Ltd.
- Luca Carpinelli, Retail and Leasing Director, RDM ASIA - Florentia Village Outlets
- Marco Gasparroni, Chief Representative, Exprivia S.p.a. Beijing Representative Office

11:30 - 11:45

Coffee break

11:45 - 13:00

Part III: Round Table on the current situation in the Asia-South Africa Area

Moderator: Rita Fatiguso. Correspondent, Il Sole 24 Ore.

Buffet lunch