

*ITALY FOR EXPO 2020
BUSINESS PROGRAMME*



ITALIA

LA BELLEZZA UNISCE LE PERSONE

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*Italy for Expo 2020 Dubai
Business Programme*



The Italy Pavilion

Position

Italy Pavilion




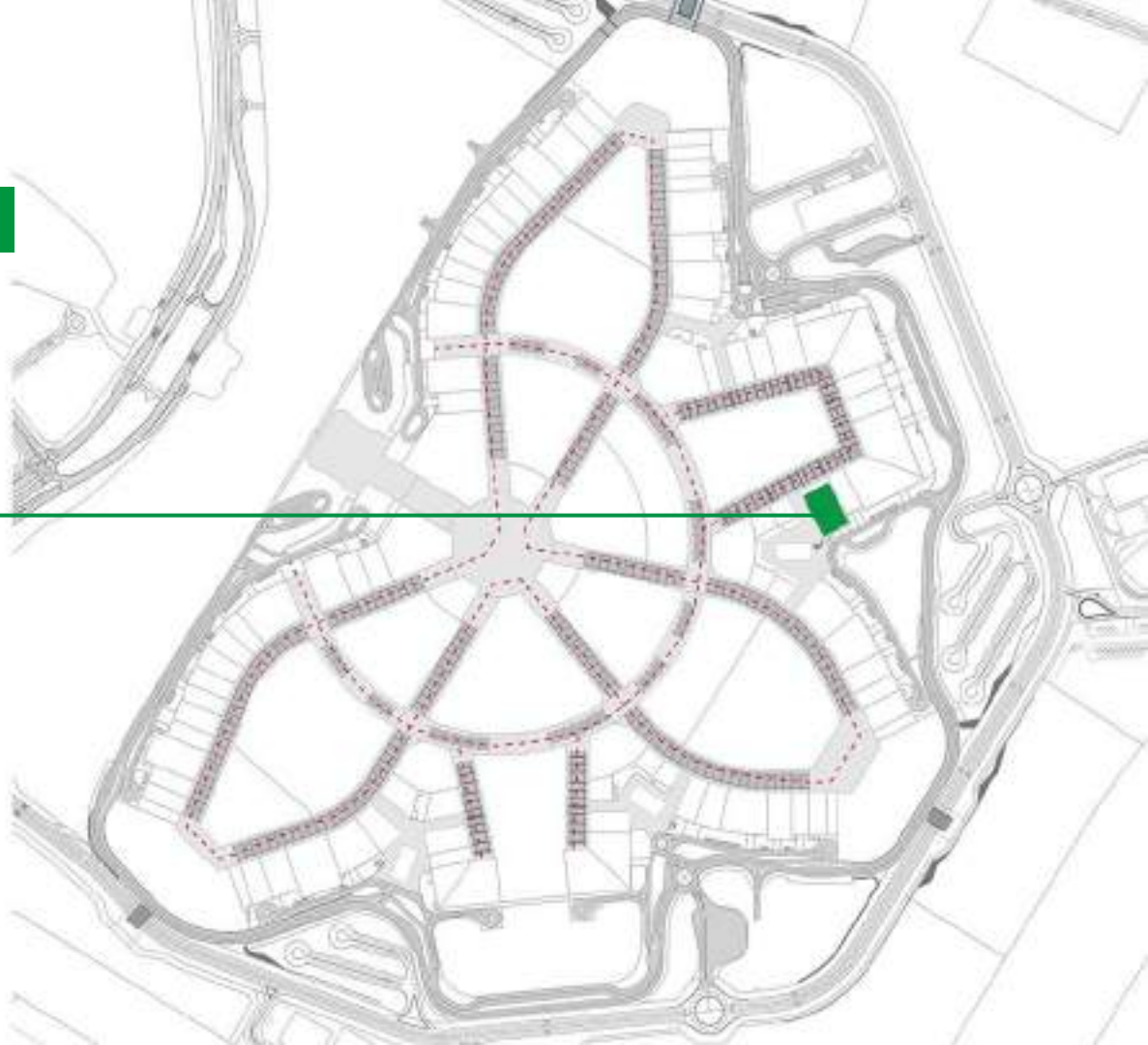
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 LOCATION OF ITALY PAVILION IN EXPO SITE
 MAIN PEDESTRIAN FLOWS



The Business Programme

- The Italian participation in Expo 2020 Dubai is a unique opportunity to enhance the value of innovations, technologies and best practices developed in the priority sectors of the Expo, to increase technological partnerships and opportunities for foreign direct investments, international collaborations between companies, academic and scientific organizations, and to show to millions of visitors from around the world, the excellence and creativity of our Country.
- The business programme of Italian Pavilion is the result of a system operation carried out by the General Commissariat with the purpose to mobilize all institutional and entrepreneurial actors involved in the development of our exports (Ministries, Universities, Research Centres, ITA Agency, Trade Associations and Regional Authorities).



9 MINISTRIES

- Ministry of Foreign Affairs and International Cooperation
- Ministry of Economic Development
- Ministry of Education
- Ministry of University and Research
- Ministry of Culture
- Ministry of Ecological Transition
- Ministry of Health
- Ministry of Agriculture Food and Forestry Policies
- Ministry of technological innovation and digital transition

15 REGIONS

- Abruzzo
- Basilicata
- Calabria
- Campania
- Emilia-Romagna
- Friuli Venezia-Giulia
- Lazio
- Liguria
- Marche
- Piemonte
- Puglia
- Sardegna
- Sicilia
- Umbria
- Veneto

AGENCIES AND INDUSTRIAL ASSOCIATION

- ITA – International Trade Agency
- ENIT – Italian Tourism Agency
- SACE - SIMEST - Italian Export Credit Agency
- Confindustria
- Assolombarda

Our Sponsors and Technical Partners

- Acanto
- Acqua di Parma
- Aeroporti di Roma
- Anica
- Avio
- Boero
- Bracco
- Bulgari
- CAIMI
- Campari
- Costa Crociere
- Dolce & Gabbana
- Editoria Nazionale
- Elena Lera
- Enel
- Eni

- Fazioli
- Ferrarelle
- Ferrovie dello Stato
- Fincantieri
- Floema
- Gico Cucine
- Hexagon
- Kartell
- Intesa Sanpaolo
- Lavazza
- Leonardo
- Luiss
- Mapei
- Maserati
- Mondadori
- Nina Leuca

- Octo Telematics
- Otim
- Pelle Italia
- PIDIPIGNA
- RAK Ceramics
- RINA
- Saba Technology
- Saipem
- SAN CARLO
- SEA
- Sicis
- Snam
- Talarico
- Terna
- TIM

What you need to know

The Italian Pavilion has designed a comprehensive **Business Programme** to highlight Italian **multidisciplinary know-how** in strategic sectors such as **energy, circular economy and sustainability, fashion and luxury, agriculture and food, space economy, health and wellbeing, design and architecture.**



4 Business Tracks

Innovation Talks

Industry leaders talk in collaboration with the Italian Trade Agency

High-level Forums

High-level Sessions on Innovation

Regional Days

Full Days dedicated to Italian Regions' knowledge, excellency and industrial know-how

Side-events of Expo Business Programming

Italian Participation in Expo Thematic Business Forum and Global Business Forum.

Business Programme 1/2

Innovation Talks	High Level Forum	Side-Events of EXPO Business Programming	Regional Day
7th October 2021 Rational consumption, sustainable development and green economy	18th October 2021 A Journey into Beauty: From Apulia to Space	4th October 2021 Climate Change & Biodiversity Thematic Business Forum Participation of Italian Company ENI, as speaker, in the session entitled "Driving towards a sustainable energy transition using solar technology"	30th November 2021 Lazio Regional Day
20th October 2021 The Italian genius: from Leonardo to the new inventors	22nd October 2021 European Space Capitals	12th October 2021 High Level Meeting on new frontiers of energy, infrastructure, and digital transformation in Africa. The UAE and Italy cooperation models, on occasion of GBF Africa	9th January 2022 Sicily Regional Day
29th October 2021 The Italian Wellness	24th November 2022 ITALY NATIONAL DAY	1st November 2021 Breakout session of Urban & Rural Development Thematic Business Forum Forum on Smart Mobility; Smart Cities; Water Treatment; Waste Treatment; Renewable Energy	13th January 2022 Emilia-Romagna Regional Day
4th November 2021 Literary day on Expo themes	10th January 2022 iHERITAGE: ICT Mediterranean Cluster for UNESCO Cultural Heritage	3rd November 2021 Expo Live Programming Participation of Italian Innovative Startup Axygon, as speaker, in the session entitled "Data-driven urban transportation of the future"	22nd January 2022 Friuli Venezia Giulia Regional Day
9th November 2021 Italian Sustainable Food	13th January 2022 Artificial Intelligence for Human Development: Application for Future Challenges	9th December 2021 High Level Meeting on Italy/Dubai/ASEAN Contribution to World Sustainability, on occasion of GBF ASEAN	3rd February 2022 Veneto Regional Day
12th November 2021 Italian Sustainable Design	19th January 2022 An Inclusive and Fair Transition	11th January 2022 Breakout session of Travel & Connectivity Thematic Business Forum Forum on Sustainable Tourism	15th February 2022 Calabria Regional Day
19th December 2021 Interior Design	26th January 2022 International Forum on Life Sciences	1st February 2021 Breakout session of Health & Wellness Thematic Business Forum	20th February 2022 Marche Regional Day

Business Programme 2/2

Innovation Talks	High Level Forum	Side-Events of EXPO Business Programming	Regional Day
26th January 2022 Artificial intelligence applied to medicine: Italian excellence in telemedicine and telesurgery	27th January 2022 Artificial Intelligence and Cybersecurity for Human Health	21st February 2022 Breakout session del Food, Agriculture & Livelihoods Thematic Business Forum Forum on Agricultural Technologies and Food Processing	11th March 2022 Liguria Regional Day
13th February 2022 The future of the Italian food system between innovation, safety and sustainability: the Italy of Bio	21^o February 2022 Blockchain Technology for Agrifood Supply Chain Traceability		20th March 2022 Apulia Regional Day
16th February 2022 Italian technologies for sustainable agriculture and circular economy	27/28th February 2022 Intellectual Property Award (IPA 2021)		24th March 2022 Apulia Regional Day
21st February 2022 Italian Sustainable Jewellery	13th March 2022 The Special Economic Zones and the Italian port systems		
1st March 2022 Automotive Startup with a focus on MotorValley	16th March 2022 Innovative Italian Micro Small and Medium Enterprises		
9st March 2022 The global need to save energy: the Italian contribution	20th March 2022 Solutions for Sustainable Coastal Management		
12st March 2022 Between innovation and beauty: the trends in the nautical sector	22nd March 2022 Sustainable Water for Sustainable Future		
19th March 2022 Logistics and Infrastructure			



Innovation Talks

*Industry leaders talk on innovation, sustainability and creativity
in collaboration with the **Italian Trade Agency***



Energy for Sustainable Development: Italian Innovations

Climate & Biodiversity Week

Oct, 7th 2021 (3:30 am – 7:00 pm)

On the occasion of WETEX

The Innovation Talk intends to offer a focus about Italian innovations on the following: **land protection and soil remediation technologies, water efficiency, engineering circular economy, decarbonization, sustainable mobility.**

The event will represent an opportunity for debate the global issues of sustainability and well-being generated by an innovative use of energy resources and its positive impact also from an economic point of view.

The talk will be followed by a networking reception with the **55 Italian Exhibitors at WETEX2021**



INNOVATION TALK

*Energy For Sustainable
Development: Italian innovations
October 7th, 2021*

*Italy Pavilion Expo2020 -
Amphitheatre*



Side Events of EXPO Business Programme

Italian Contribution in Expo 20202 Dubai Global and Thematic Initiatives



High Level Meeting

Global Business Forum Africa

Oct, 12th 2021 (3:30 am – 5:30 pm)

On the occasion of the Global Business Forum Africa, October 13 and 14 2021, the Italian Commissioner's General Office for EXPO 2020, in collaboration with the DUBAI Chamber of Commerce, Confindustria and the Italian Trade Agency (ITA), organizes a High Level Meeting convening top public and private decision makers from African Countries, the United Arab Emirates and Italy with the aim to deepen and enrich the framework of development opportunities in Africa strengthening the cooperation between the United Arab Emirates and Italy.



AFRICA-UAE-ITALY HIGH LEVEL MEETING

*Infrastructures and Digital
Transformation in Africa
October 12th, 2021*

***Italy Pavilion Expo2020 -
Amphitheatre***

Italian Contribution

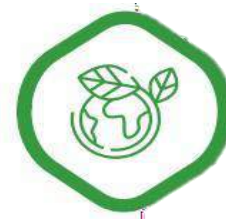
Climate Change & Biodiversity

Thematic Business Forum

October, 4th 2021 (9 am – 5 pm)

Businesses and governments have the challenge of ensuring economic development for the prosperity of people, while balancing their impact on the natural environment. New technologies and innovations are redefining our footprint on the planet, allowing us to carefully measure and reduce our emissions and impact. New partnerships are enabling new approaches to wildlife management and the use of natural resources.

On the occasion of the Forum, Italy will be represented by Donato Azzarone, Head of Renewable Engineering and Projects of Eni, in the session entitled “Driving Towards Sustainable Energy Transition Using Solar Technology”.



CLIMATE CHANGE & BIODIVERSITY THEMATIC BUSINESS FORUM

*How do we work together to better
manage climate change and protect
biodiversity?*

October 4th, 2021

DEC Hall 2A South

High Level Meeting

Global Business Forum Asean

Dec, 9th 2021 (3:30 am – 5:30 pm)

On the occasion of the Global Business Forum ASEAN, 8/9 dec. 2021 the Italian Commissioner's General Office for EXPO 2020, in collaboration with the Italy-ASEAN Association, the DUBAI Chamber of Commerce and the ASEAN Secretariat (tbc), organises a High Level Meeting convening top public and private decision makers from the ASEAN countries, the UAE and Italy with the aim of exploring concrete and viable ways to put together their best energies and competences to advance initiatives and partnerships in the field of sustainable development through innovative and appropriate technological and financial resources.



ASEAN-UAE-ITALY HIGH LEVEL MEETING

*A partnership for success in Asean,
the Gulf Area and Europe*

December 9th, 2021

***Italy Pavilion Expo2020 -
Amphitheatre***



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OFFICIAL PARTICIPANT - ITALY