

## BUSINESS FORUM

NOVEMBER 30<sup>TH</sup> 2017

### DRIVERS OF COMPETITIVENESS IN THE MENA REGION

#### PROGRAMME

##### 9.15 | 10.30 OPENING SESSION

###### *Welcoming remarks*

- **Giovanni Ottati**, President, Confindustria Assafrica&Mediterraneo
- **Paolo Magri**, Executive Vice President and Director, ISPI

###### *Keynote speeches*

- **Vincenzo Amendola**, Undersecretary of State, Ministry of Foreign Affairs and International Cooperation, Italy
- **Ahmed Al Jarman**, Deputy Minister of the Ministry of Foreign Affairs and International Cooperation of the United Arab Emirates (*tbc*)

###### *Economic Overview*

- **Massimo De Andreis**, Director General, SRM (Intesa San Paolo Group)

##### 10.30 | 11.30 ROUND TABLE

###### *The pivotal role played by big companies in the MENA Region*

- **Michele Valensise**, Vice President, Astaldi Group

###### *More SMEs in the GCC: economic diversification programmes*

- **Talal Al Rahbi**, Deputy Secretary General, Oman Supreme Council of Planning

###### *Finance for growth in the Mediterranean: "Élite" project*

- **Luca Peyrano**, CEO, ELITE Spa

###### *Training and economic dialogue between Mediterranean cultures*

- **Lucrezia Reichlin**, President, Ortygia Business School

##### 11.30 CONCLUSIONS

Chair: Ugo Tramballi, Senior Advisor ISPI; Columnist, Il Sole 24Ore

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*This by-invitation-only Forum will be held  
at the same venue of MED2017:  
Grand Hotel Parco dei Principi,  
Via Frescobaldi 5, Rome  
Working languages: Italian and English  
with simultaneous translation.*