

Europe: A Museum or an Investment Opportunity. A Summit organized by Italy & Destinazione Italia

Agenda

US and Europe are intertwined economies. EU remains the largest economic area ww, GDP US\$ 17 trillion in 2012, according to the IMF. In 2011, US corporations worldwide turnover was US\$ 5.5 trillion, Europe accounted for 47%, weighting twice as much as the Asia/Pacific region. European companies turnover in the US was US \$ 1.9 trillion. During the same year US assets in Europe were esteemed at US \$12 trillion, 57% of total US assets in the world. European assets in the US were US \$ 8.6 trillion. The Transatlantic Trade & Investment Partnership -- TTIP-- negotiations' implications will be significant. A recent study 2 estimates that TTIP will support more than 740,000 new US jobs, American households stand to gain \$865 annually, \$720 for the European counterpart.

8:00 – 8:20 Registration and Welcome Coffee

8:30 – 9:20 USA and Europe geopolitical and economic perspective, TTIP Challenges and Opportunities

Gary Hart, Chairman State Department's International Security Advisory Board

Vali Nasr, Dean John Hopkins School of Advanced International Studies

Antonio Tajani, European Union Vice President, Commissioner for Industry and Entrepreneurship

9:30 – 10:30 Italy: what has changed because of the crisis, the opportunity for investment

Fedele Confalonieri, Chairman Mediaset

Maximo Ibarra, CEO Wind

Marco Magnani, Senior Research Fellow, Harvard Kennedy School of Government

Federica Olivares, CEO Edizioni Olivares

Ippolita Rostagno, Founder and Creative Director Ippolita

10:40 – 11:30 Italy's reforms, stability, predictability

Domenico Arcuri, CEO Invitalia

Marta Dassù, Deputy Minister of Foreign Affairs of the Republic of Italy

Enrico Giovannini, Minister of Labor & Social Policies of the Republic of Italy

Vittorio Umberto Grilli, former Minister of Economy & Finances of the Republic of Italy

11:40 – 12:40 The CEOs perspective on growth and lessons learned

Gregory C. Case, President & CEO AON*

Fulvio Conti, CEO Enel

Claudio Del Vecchio, CEO Brooks Brothers

Fabrizio Freda, CEO Estée Lauder

Eric A. Spiegel, CEO Siemens USA

Francesco Trapani*, CEO Bulgari

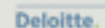
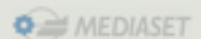
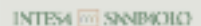
Fareed Zakaria, CNN, will moderate at 10 On the Park at Time Warner Center North Tower, 10th Floor 60 Columbus Circle New York, NY

(*) To be confirmed

For more information about the event and IB&II: www.italianbusiness.org
RSVP: via email (rsvp@sallyfischerpr.com) or phone (212 - 246-2977) To be confirmed

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