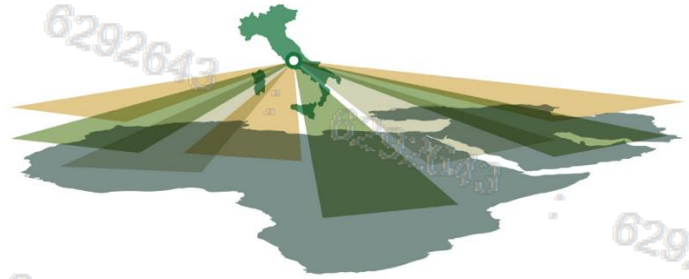


# ANNUAL ITALIAN ARAB BUSINESS FORUM

Rome, Jan. 28, 2025



- **8:30 am – 9:15 am: Registration and "welcome coffee"**
- **9:15 am – 11:00 am: Opening Ceremony**
  - Welcoming
    - **Pietro Paolo Rampino**, President JIACC
    - **Andrea Prete**, President UnionCamere
    - **Samir Majoul**, President of the Union of Arab Chambers (President of Tunisian Chamber of Commerce) (tbc)
    - **Ashman Abdulhameed Al-Toqi**, Dean of the Arab Ambassadors in Rome
    - **Barbara Cimmino**, Vice President Confindustria (tbc)
    - Italian Trade Agency representative (tbc)
    - **Khaled Hanafy**, Secretary General of the Union of Arab Chambers
  - Keynotes
    - **Sheikh Ebrahim bin Khalifa Al Khalifa**, Chairman AAOIFI, Honorary Chairman UNIDO AICEI (tbc)
    - Ministry of Industry and Mineral Resources of the KSA (tbc)
    - Ministry of Foreign Affairs of Italy (tbc)
    - **H.E. Ahmed Aboul Gheit**, Secretary General of the League of Arab States
- **11:00 am – 11:45 am: The Mattei Plan and its impact on the Arab Countries of the African continent: The role of Italian companies**

The Mediterranean is the scene of some of the most compelling challenges of our time. Deeper cooperation among neighboring countries can foster a greater degree of security and economic prosperity, and the **Mattei Plan** offers an unprecedented opportunity to strengthen that cooperation with the Arab countries of the African continent. What strategies could be implemented to address the challenges and achieve these results? What could be the role of Italian companies?

- **11:45 am – 13:10 am: Italy and Arab Countries: fostering mutual economic growth through strategic partnerships and innovative approaches**

An overview of the state of the art of **Italian-Arab relations**, with a focus on joint projects, investments and business opportunities. Highlighting a number of collaborations, the session aims

to analyze the many investment and business opportunities involving the two countries. "What strategies can be used to implement and strengthen this mutual economic growth?"

This is exemplified through certain main channels:

- Circular investments and Italian industrial districts as a model of excellence
- Innovation in technology, artificial intelligence and digitization as leverage for industrial and business transformation

- **1:10 pm – 1:40 pm: Finance and Development: The role of institutions in the attraction of Foreign Direct Investments**

The discussion will explore the **role of institutions** in supporting public and private sector. A discussion aimed at addressing the role of the institutions as a driver of strategic development in support of both the public and private sectors, directly with the stakeholders involved.

- **1:40 pm – 2:30 pm: Networking lunch**
- **2:30 pm – 3:30 pm: Finance and Development: Financial Bodies, Islamic Finance and their role in the attraction of Foreign Direct Investments**

The discussion will explore the **role of finance** in supporting public and private sector growth, presenting case studies on Islamic finance and investment flows between Italy, Saudi Arabia, and Arab countries.

A discussion aimed at addressing the role of finance as a driver of strategic development in support of both the public and private sectors, directly with the stakeholders involved.

- **3:30 pm – 4.15 pm: Panel 1) Agritech and Food Security: Innovation for Sustainability in The Arab Region** [Plenary session, Horti Sallustiani]

The discussion will focus on **agricultural technologies**, food security, and sustainable practices in arid climates, with the case studies on hydroponics, aquaponics, and vertical farming across Saudi Arabia and other Arab nations. **Investment opportunities** for Italian companies in agribusiness.

- **4:15 pm – 5:00 pm: Panel 2) Construction and Infrastructure: Sustainable Development Across Saudi Arabia and Arab Countries** [Horti Sallustiani]

Highlighting mega-projects and **infrastructure initiatives** in the Arab Countries. Discussions will be held on smart cities, green building, and sustainable urban development trends.

- **4:15 pm – 5:00 pm: Panel 3) Tourism and Entertainment: Building a World-Class Tourism Sector in Saudi Arabia and the Arab World** [Longhi Room]

Exploring the regional **tourism strategies**. Best practices and Italy's role in supporting the development of tourism infrastructure, cultural initiatives, and entertainment hubs across the Arab world.

- **5:00 pm – 5:30 pm: Conclusions** [Plenary Session, Horti Sallustiani]