

*Vi invitano al Webinar*

***Boao Forum for Asia: l'integrazione economica in Asia e le opportunità per le aziende italiane***

**14 maggio 2024 - dalle 11:00 alle 11:45**

Modera: **Alessandro Zadro**, Responsabile Centro Studi, **ICCF**

11:00 Apertura lavori

**Marco Bettin**, Direttore Generale, **ICCF**

11:10 Il Boao Forum e il ruolo di Ambrosetti

**Mattia Marino**, China CEO, **The European House Ambrosetti**

11:20 Intervengono:

**Gianni Di Giovanni**, Chairman of Eni China BV and EVP Eni Representative Office in Beijing, **ENI**

**Fabio Marchetti**, Corporate Institutional Affairs, **Generali**

**Davide Cirelli**, Country Head and President China and India, **Snam**

11:40 Domande e Risposte

11:45 Chiusura lavori

## **Background information**

### **Introduction of Boao Forum for Asia Annual Conference**

#### **About Boao Forum for Asia**

The Boao Forum for Asia (BFA) is a non-governmental and non-profit international organization which aims to offer a high-end dialogue platform for governments, businesses, experts and scholars to jointly discuss the most pressing issues in Asia and around the world. Dedicated to promoting the common development of Asian countries through deepened regional economic integration, the BFA was created to facilitate economic exchange, coordination, and cooperation within Asia and between Asia and the rest of the world.

#### **About Boao Forum for Asia Annual Conferences**

- The Annual Conference is the largest gathering of the Boao Forum for Asia, as well as one of the most prominent events in Asia and the world.
- It is held in every late March in Boao, Hainan Province, China.
- It lasts for 4 days, with more than 80 events, including opening plenary, discussion sessions, industry roundtables, bilateral CEO dialogues, VIP breakfasts and other networking events.
- Around 10 to 15 state leaders attend the forum every year.
- Its 2,000 delegates include around 80 ministerial- or higher-level government officials as well as leaders of international organizations, and about 70 global top executives from fortune 500 companies.
- Around 1,000 journalists from around 200 media outlets participate to cover the Annual Conference every year.

#### **About The European House – Ambrosetti**

The European House - Ambrosetti is a leading Italian management consulting firm. Established in 1965, it is headquartered in Milan and has a network of foreign offices in Europe and around the world.

The European House - Ambrosetti is an independent organization that maintains a neutral standpoint on political issues. The company also operates as a think tank developing issues and proposals to support the debate on critical issues affecting the agenda of corporate leaders in Italy and in Europe. It also organizes 320 seminars and workshops every year, with the participation of more than 10,000 top executives and more than 2,000 experts and testimonials as speakers.

For the eighth consecutive year, The European House - Ambrosetti has been nominated - in the "Best Private Think Tanks" category - the No. 1 Think Tank in Italy, ranking in the European top ten and ranking in the World top one-hundred independent out of 8,248 Think Tanks globally, in the University of Pennsylvania 2023 Global go to Think Tank Index Report.

### **The European House - Ambrosetti Cooperation with BFA**

Since 2015, The European House – Ambrosetti has become the Boao Forum for Asia (BFA) exclusive partner for Italy, with important achievements as:

- The organization (for seven consecutive years) of the Italian delegation of entrepreneurs to BFA Annual Conference in Hainan.
- During the last March 2024 edition, TEHA has supported the participation to Boao of 12 delegates and facilitated speakership opportunities. During 2019 edition (before the pandemic started), TEHA brought to BFA Annual Conference an Italian delegation composed of 16 enterprise leaders and 13 institutional leaders (including Italian Minister Of Economy and Finance), which was the largest European delegation ever attending to BFA Annual Conference.
- Has jointly designed and co-organized with Boao the “Asia-Europe Cooperation Dialogue” (Rome; 2018; Chongqing 2019), with the aim of promoting cooperation, building trust and establishing factual project opportunities between European and Asia enterprises. The first edition in Rome was composed of a closed-door roundtable with VIP guests from Asia and Europe (4th Dec) and a one-day high level summit (5th Dec). Over 200 representatives from 13 countries have attended the event, among whom 3 ministers, 10 former prime ministers, 20 CEOs and 33 medias.
- Launched The BFA-Ambrosetti | China-Italy Club in July 2022, a joint membership-based program initiated by both sides to deepen the mutual understanding, trust and cooperation between the Chinese and Italian companies - as well as the Asian and European enterprises.
- The European House - Ambrosetti is present in China with a fully owned company with office in Beijing and Shanghai. The company, today operating through a team of consultants with high seniority assists international companies in formulating and implementing their growth strategy in the Chinese market, and Chinese companies in their overseas expansion into Europe. The company offers management consulting services, forum and summit organization and launches Ambrosetti Club | China Chapter, a membership-based program to support companies to nurture a network of privileged relations.