

EUROPEAN CONFERENCE
***“EURONET-Italian Networking around Europe:
INnovation and INTERNATIONALization in DIGITAL SOCIETY
within the Bulgarian Presidency of EC 2018”***

March 12th, 2018
Sofia Hotel Balkan - Sredetz Ballroom
(5, Sveta Nedelya Sq., Sofia)

9h15 Registration
9h30 Welcome Greetings

Stefano Baldi, Ambassador of Italy to Bulgaria
Yordanka Fandakova, Mayor of the City of Sofia (*tbc*)
Gaetano Fausto Esposito, Secretary General of Assocamerestero

Opening address

Lilyana Pavlova, Minister for the Bulgarian Presidency of the Council of the European Union
Ognyan Zlatev, Head of the European Commission Representation in Bulgaria
Emil Karanikolov, Minister of Economy of the Republic of Bulgaria (*tbc*)

Moderator: Marco Montecchi, CCIB President and Representative of Area Europe

10h45-11h15

PANEL 1 >> Innovation and digital Innovation in Sofia as EU Digital Capital of Markets

Rosa Cusmano, CCIB Secretary General (*moderator*)

Plamen Russev, Founder and Executive Chairman of WEBIT Foundation

Giuseppe Saccone, Representative of Unipegaso, Universitas Mercatorum and Pegaso International

11h15-11h30 *Coffee Break*

11h30-13h00

PANEL 2 >> SME Internationalization in Europe: EXperience of Italian Chambers of Commerce Abroad – EU Area in European fundings (Erasmus Plus program)

Tanya Trayanova, ICCB Head of *International Cooperation Department “Structural Funds and EU Programs”* (*moderator*)

Dimka Radeva, Director of HRDC – National Agency for Bulgaria for the Management of Erasmus Plus Program 2014-2020

Michele Torre, EU Desk Manager of Assocamerestero

13h00 Closing