



Ambasciata d'Italia
Il Cairo



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane



Artigiani
Imprenditori
d'Italia



Camera di Commercio Italiana
The Italian Chamber of Commerce
التجارة الإيطالية - مصر

Hybrid Event ITALY MEETS EGYPT

The event that connects Italian and Egyptian companies

December 12, 2024

h. 10.00 (Italy) / 11.00 (Egypt)

Live streaming on: [CDP Business Matching Platform](#).

Introduced and moderated by **Riccardo Honorati Bianchi**, Head of Country System Initiatives and Business Matching Platform Coordinator, CDP

- 10.00 – 10.20** **Opening remarks**
- **Michele Quaroni**, Ambassador of Italy to Egypt
 - **Pasquale Salzano**, Director of European and International Affairs, Cassa Depositi e Prestiti and President, SIMEST
 - **Hossam Heiba**, CEO of the General Authority for Investment and Free Zones – GAFI
 - H.E. Minister Plenipotentiary **Yehia El Wathek Bellah** first Under Secretary of the Ministry of Investment and Foreign Trade and Head of Egyptian Commercial Service
- 10:20 – 10:55** **Italy-Egypt trade relations: economic synergies and business opportunities in the main sectors of interchange with a focus on Agribusiness, Food and Water sectors**
- **Laurent Franciosi**, Head of International Markets Development, CDP
 - **Vincenzo Calì**, Direttore Ufficio ITA Cairo – Italian Trade Commissioner
 - **Dr. Alaa Ezz**, President CEEBA, the Confederation of Egyptian European Business Associations
 - **Alberto Borchiellini**, Presidente, Italian Chamber of Commerce – Egypt
 - **Dr. Gehad Amer**, *Director of Governmental Relations, FEI - Federation of Egyptian Industries (TBC)*
 - **Letizia Pizzi**, Senior Specialist Africa and Middle East of Confindustria, and Director General of Confindustria Assafrica&Mediterraneo
 - **Agricultural Export Council**, (TBC)
- 10:55 – 11:05** **Financial instruments to support sustainable development and investment in Egypt and bilateral trade relations**
- **Guido Battista**, *Responsabile Ufficio CDP, Il Cairo*
 - **Mariangela Alvino**, *Responsabile Ufficio SIMEST, Il Cairo*
- 11:05 – 11:15** **Italian and Egyptian entrepreneurial excellence: success stories**
- **Gruppo Sekem Holding**
 - **Filmar Nile Textile**
- 11:20** **Closing remarks**