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Thanks to

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London, Manchester, Glasgow & Edinburgh

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ITALIAN CHAMBER OF COMMERCE
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London, Manchester, Glasgow & Edinburgh

ITALY - GREAT BRITAIN FORUM

International Cooperation for the Research of Efficiency
and Excellence between Innovation and Tradition



21st March 2016

9:00 - 13:00

Florence

*Sala Luca Giordano
Palazzo Medici Riccardi*

in collaboration with



Introduction

It is a known fact that for companies, especially SMEs, wishing to gain in strength and access global markets, the only strategy to adopt is that of international cooperation. Cooperation represents not only a development strategy, but also a tool for innovation and competitiveness.

On the one hand, globalisation has brought about the need for incorporation (Mergers & Acquisitions, Joint Ventures, Strategic Alliances) in order to strengthen dimensions and competitiveness. On the other hand, it has favoured the knowledge of specialist professions and the appreciation of niche products.

Therefore, "glocal" strategies have been created to make the most of the opportunities offered by the process of globalisation, and to grow at a worldwide level while carefully valorising identity, traditions and local situations.

It is for this reason that there is an increasing number of regional and multinational brands alongside national ones.

The relationship between the UK and Italy is historically solid and flourishing, so much so that even between regions there are trade flows of exceptional importance. In particular, there is a privileged relationship between Tuscany and Scotland and the cities of Florence and Edinburgh, as well as Florence and London, in the following industrial sectors: Manufacturing; Health and Good Food; Fashion and Design; Research and Innovation. The academic relationship is also strong between Imperial College in London and the University of Florence.

Description

The conference aims to analyse the British and Italian business models as best practices for the economic development and increasing competitiveness, and to show how international cooperation between the two countries is an opportunity to pursue efficiency and excellence, at the same time promoting a combination of tradition and innovation.

The event acts as a platform to share experiences and create further opportunities for collaboration between the two countries, in addition to presenting cases of successful Tuscan companies with subsidiaries and/or counterparts in the UK.

The objective of the conference is to create a Desk to assist companies interested in internationalisation. The Desk will offer a specific channel for entrepreneurs to receive a first orientation with the market, support in the field and bespoke services, such as partner research. As well as the interactive Q&A sessions planned for the end of each panel and the networking session, companies will have the possibility to meet executives of both the ICCIUK and PromoFirenze to ask for their support.

AGENDA

21st March 2016

Sala Luca Giordano - Palazzo Medici Riccardi

Registration 8:30

» 9:00 PLENARY

Chair Prof. Robert Leonardi, Fellow Academy of Social Sciences

Welcome

Leonardo Simonelli	President, Italian Chamber of Commerce for the UK
John Law	President, British Chamber of Commerce for Italy
Dario Nardella	Mayor of Florence
Monica Barni	Vice President, Tuscany Region

» 09:20 Economic Scenarios

Opening remarks Cav. Del lav. Paolo Fresco

Leonardo Bassilichi	President, Chamber of Commerce of Florence
Luigi Salvadori	Vice President, Confindustria Firenze
Giovanni Bettarini	Ass. Sviluppo economico, Turismo, Città metropolitana

» 9:55 TECHNICAL PANEL

» Manufacturing

Maurizio Bragagni	CEO, TRATOS Ltd
Massimo Messeri	President, Nuovo Pignone, GE Oil & Gas
Simon Blagden	Chairman, Fujitsu and Chairman of PICTFOR (Parliamentary ICT Forum)

Q&A

» Health and Good Food

Claudio Bertolaccini	Corporate Regional Business Director, Menarini Group
Stefano Potorti	Hospitality Desk Director, Italian Chamber of Commerce for the UK
Sanjay Nandi	Partner, Nandi and Büyükgur Private Equity, Founding Partner, Good Food Society

Q&A

» 10:55 Coffee break and networking

Chair Dott. Federico Monechi, RAI TGR Toscana

» 11:10 Fashion and Design

Niccolò Ricci	CEO, Stefano Ricci SpA
Andrea Morante	Former CEO Pomellato, President of Sergio Rossi and Board Member of Locman
Vanessa Romer	London&Partners

Q&A

» Research and Innovation

Piero Baglioni	Dipartimento di Chimica Università degli Studi di Firenze
Paolo Taticchi	Imperial College Business School
Julia Race	Director, The British Institute of Florence

Q&A

» 12:10 INSTITUTIONAL PANEL

Pasquale Terracciano	Italian Ambassador in London
Christopher Prentice	British Ambassador to Italy and San Marino
Tim Flear	British Consul General in Italy and Director UKTI
Riccardo Monti	President, Italian Trade Agency

» 12:40 Closing remarks

On. Ivan Scalfarotto Deputy Minister of Economic Development

Events running parallel:

Sala del Caminetto

B2B meetings with SMEs

(in collaboration with PromoFirenze)