

>>february 16th

9.15-9.30

CANIANA ENTRANCE
VIA DEI CANIANA, 2
ROOM 10 >2ND FLOOR

WELCOME
PROF.MAURO
CAVALLONE,PROF.JAN
FREIDANK

JOIN US ON
MICROSOFT TEAMS

9.45 - 10:30
TREASURE HUNT GETTING
ACQUAINTED

10.30-11.30 BREAK

11.30 -12.30
GIADA ZAMBELLI
GENERAL MANAGER PANESTETIC
"THE ITALIAN SME TODAY IN ITALY
AND IN THE WORLD"

IMM&DC
THM

2023

BERGAMO
FEBRUARY 16th-18th
2023



WELCOME
TO THE XVI
ED. OF
IMM&DC-
THM
TWINNING

GUEST 11.30-12.30

GIADA ZAMBELLI

>General Manager Panestetic



**THE ITALIAN SME TODAY IN
ITALY AND IN THE WORLD**

In a context of multiple changes and in an increasingly connected world, there are multiple challenges that an Italian SME has to face, both in the domestic and international markets. We will see how Panestetic, a company in the field of professional aesthetics and cosmetics, has reacted to the challenges of the last decades.

>>february 17th

8.45-9.00
CANIANA ENTRANCE
VIA DEI CANIANA, 2

ROOM 3 >GROUND FLOOR

WELCOME
PROF CAVALLONE,PROF
FREIDANK

JOIN US ON
MICROSOFT TEAMS



9.00-9.45
UMBERTO SIMONELLI
BREMBO CHIEF LEGAL & CORPORATE AFFAIRS
OFFICER - BOARD SECRETARY
CHINA UNDER XI YINPING SHADOW

9.45-10.30
STEFANO DOZIO
COCKTAILS MACHINE CEO
ARETÈ AGRI-FOOD CONSULTING ADVISORY BOARD
MEMBER
SEARCHING ADDED VALUE: FROM A
COMMODITY TO A COMMUNITY

11.00 - 11:30 BREAK

11.30-12.15
ALBERTO ANTOGNOZZI
COO | MATCHPLAT
GABRIELE BESTETTI
PRODUCT MANAGER E SENIOR SOLUTION
CONSULTANT| MATCHPLAT
HOW TO IDENTIFY YOUR IDEAL
BUSINESS PARTNER WITH
MATCHPLAT

12.15-13.00
GIULIO MAZZOLENI
MAZMUSIC&MEDIA
BERGAMO BRESCIA CAPITAL OF
CULTURE 2023 A POST PANDEMIC
REINASSANCE

IMM&DC
THM

2023

BERGAMO
FEBRUARY 16th-18th
2023

UMBERTO SIMONELLI

Brembo Chief Legal & Corporate Affairs
Officer - Board Secretary



CHINA UNDER XI YINPING SHADOW

The speech will examine the very last macro business trend in China and the large impact China is having on the global market. The world is facing an increasing complex framework at any level and – marketing wise – we need to be ready to change our vision.

STEFANO DOZIO

Cocktails Machine CEO
Aretè agri-food consulting Advisory Board Member



SEARCHING **ADDED VALUE**: FROM A COMMODITY TO A COMMUNITY

Extensive management experience developed in multinational and local organizations. Strong expertise in all aspects of B2B and B2C marketing and sales, route to market, operations and turnaround management.

ALBERTO ANTOGNOZZI

COO

GABRIELE BESTETTI

Product Manager
Senior Solution Consultant



HOW TO IDENTIFY YOUR IDEAL BUSINESS PARTNER WITH MATCHPLAT

At Matchplat, we have revolutionised the concept of B2B market analysis. For us, it means profiling over 400 million companies, identifying only those with the characteristics required by our customers, in 196 countries around the world. We offer up-to-date information with which every company can identify new customers, distributors, suppliers and partners in line with its strategies.

GIULIO MAZZOLENI

Maz Music & Media
Artist manager and event planner



BERGAMO BRESCIA CAPITAL OF CULTURE 2023 A POST PANDEMIC REINASSANCE

After a traumatic time like there hadn't been since WWII, Bergamo and Brescia rise up and start a new era by investing on culture. They are the Italian Capital of Culture 2023 and the year has just started with a fantastic inauguration centered around a show that brought citizens on stage with their multiple cultural identities and offers addressing the city and the world. Concepts and contents that will be developed all year round condensed in a spectacular show that will be long remembered.