

>>march 25th

**JOIN US ON MICROSOFT TEAMS**  
FAI CLIC QUI PER PARTECIPARE ALLA RIUNIONE

**9.00-12.20 GUESTS:**

**9.00- 10.00**

**GIADA ZAMBELLI**

>GENERAL MANAGER PANESTETIC

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

**10.00- 11.00**

**STEFANO DOZIO**

>THE COCKTAILS MACHINE BUSINESS  
DEVELOPER

>ARETÈ AGRI-FOOD CONSULTING  
ADVISORY BOARD MEMBER

"SEARCHING THE ADDED VALUE:  
FROM A COMMODITY TO A  
COMMUNITY"

11.00 - 11:20 BREAK

**11.20 12.20 UMBERTO SIMONELLI**

>BREMBO CHIEF LEGAL & CORPORATE AFFAIRS  
OFFICER - BOARD SECRETARY

"WAR OF THE WORLDS"

**MMII  
THM**

**2022**

BERGAMO

MARCH 24th-26th

2022



## GIADA ZAMBELLI

>> 9.00-10.00

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.



## STEFANO DOZIO

>> 10.00-11.00

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.



## UMBERTO SIMONELLI

>> 11.20-12.20

The Speech will start from the recent and present World instability to develop a new proposal for the future organization and way to work. The Speech will also consider the technology disruption together with the emerging role of China Worldwide. In this context people need to completely change their view to work moving forward new strong values and team approach.