

BUSINESS MISSION TO SAUDI ARABIA

3rd-5th March 2014

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PROGRAM

Sunday, March 2nd - RIYADH

Arrival of the delegation to Riyadh and transfer to the Hotel Al Faisaliah

Transfer will be granted for flight SV 208 arriving from Rome

Monday, March 3rd - RIYADH

08.30-09.00

Registration of participants
[Hotel Al Faisaliah – Al Omsiat Ballroom]

09.00-09.30

Welcome and briefing to the Italian Companies
[Hotel Al Faisaliah – Al Omsiat Ballroom]

09.30

Transfer from hotel Al Faisaliah to the Council of Saudi Chamber of Commerce

10.30-12.00

Saudi-Italian business Forum
[Council of Saudi Chamber – Auditorium]

10.30-10.50	<p>Welcome speeches</p> <ul style="list-style-type: none"> Abdullah Al-Mobty, Chairman, Council of Saudi Chambers Paolo Zegna, President, International Affairs Committee Confindustria
10.50-11.20	<p>Opening remarks</p> <ul style="list-style-type: none"> Tawfiq Al-Rabeeah, Saudi Minister of Commerce and Industry*
11.20-11.50	<p>Keynote speeches</p> <ul style="list-style-type: none"> Abdullatif Al-Othman, Governor of Saudi Arabian General Investment Authority (SAGIA)* Riccardo Monti, President, Italian Trade Agency (ICE)
11.50-12.00	<p>Closing remarks</p> <ul style="list-style-type: none"> Mario Boffo, Ambassador of Italy to Saudi Arabia

12.00-12.30

Buffet lunch
[Council of Saudi Chamber – foyer first floor]

12.30-15.30 BtoB session
[Council of Saudi Chamber – foyer ground floor]

15.30 Transfer to the Al Faisaliah hotel

16.00-17.30 Workshop “How to do business in KSA”
[Hotel Al Faisaliah – Al Omsiat Ballroom]

<i>Moderator: Mario Boffo, Ambassador of Italy</i>	
16.00-16.10	Opening speech <ul style="list-style-type: none">• Andrea Quattrocchi, Director ICE Office Riyadh
16.10-16.40	Keynote speeches <ul style="list-style-type: none">• Angelo Sanna, Chairman Italian Business Association in Riyadh• Massimo D’Aiuto, CEO SIMEST• Italian best practices
16.40-17.30	Q&A session

17.30-18.00 Debriefing with Italian companies (tbc)
[Hotel Al Faisaliah – Al Omsiat Ballroom]

19.30 Transfer to the Italian Embassy

20.00 Dinner
[Italian Embassy]

22.00 Transfer to hotel Al Faisaliah

Tuesday, March 4th – RIYADH/JEDDAH

The Delegation will be divided into different groups in relation to the industrial sector represented

CLEAN TECHNOLOGIES

09.30-14.30 **Showcase on Clean technologies with KA CARE**
[Hotel Sheraton – Prince Salman Hall]

<i>Moderator: Maurizio Cuppone, GSE</i>	
09.30-10.00	K.A.Care welcome address <ul style="list-style-type: none">• Ibrahim Babelli, Chief Strategist K.A.Care
10.00-10.10	The renewable energy system in Italy <ul style="list-style-type: none">• Nando Pasquali, Gestore dei Servizi Energetici – CEO
10.10-10.20	Introduction of the Italian supply chain in the CSP field <ul style="list-style-type: none">• Gianluigi Angelantoni, ANEST – President
10.20-10.30	Italian R&D on CSP with high-performance energy storage Giorgio Simbolotti, ENEA – Head Strategies and Projects, Renewable Energy Dept.
10.30-10.40	A new frontier for the Italian concentrating solar power Paolo Martini, Archimede Solar Energy – Head of Business Development and Sales

10.40-10.50	Enel Green Power's experience in the renewable field Antonello Irace, Enel Green Power – Head of business development Middle East
10.50-11.00	Brandoni: Made in Italy PV Modules for the Most Reliable and the Best Designed Applications <ul style="list-style-type: none"> • Mario Natalucci, Brandoni Solare - Export Manager
11.00-11.10	ORC technology: a solution to enhance energy efficiency and exploit renewable resources <ul style="list-style-type: none"> • Nicola Rossetti, Turboden – Area Manager
11.10-11.20	Satellite-based metering <ul style="list-style-type: none"> • Alberto Borchellini, Eurosatellite – CEO
11.20-11.30	Wind: The direct drive technology in harsh environments <ul style="list-style-type: none"> • Andrea Griggio, Leitwind
11.30-11.40	The importance of Technical Due Diligence during renewable plants' construction and financing <ul style="list-style-type: none"> • Bruno Riva, Moroni e Partners
11.40-12.30	Q&A
12.30-14.30	Networking lunch (with thematic tables)
14.30	Transfer to the airport

HEALTH CARE

09.00

Transfer to the Ministry of Health

09.30-10.45

Showcase on Health Care <i>[Ministry of Health – room tbd]</i>	
<i>Moderatore: Antonino Mafodda, ICE</i>	
09.30-09.40	Welcome speeches <ul style="list-style-type: none"> • Ministry of Health
09.40-09.55	Saudi health care system <ul style="list-style-type: none"> • TBD
09.55-10.15	Introducing company (companies will be introduced by one of the organizers through a ppt prepared in advance with a single slide for each company)
10.15-10.45	Coffee break

11.00.12.30

Group discussion (in parallel) <i>[Ministry of Health]</i>	
Room tbd	Providers of medical services and manufacturer of medical equipment and devices
Room tbd	Engineering and construction
Room tbd	Education
Room tbd	Hygiene & Public Health

13.00-14.30

Lunch

14.30

Transfer to the airport

17.00 Departure for Jeddah (suggested flight: SV 1041 and XY 210)

18.45 Arrival in Jeddah and transfer to the Hilton hotel

20.30 Dinner offered by the Consul General of Italy, Simone Petroni, with the contribution of BNL-BNPP KSA
[Hilton hotel - room tbc]

Wednesday, March 5th - JEDDAH

10.00 Transfer from Hilton hotel to the Jeddah Chamber of Commerce

10.30 Registration of participants

10.45 **BtoB session** *[Jeddah Chamber of Commerce – foyer first floor]*

10.45-11.00	Opening session <ul style="list-style-type: none">• Adnan Mandoura, Secretary General Jeddah Chamber of Commerce• Simone Petroni, Italian Consul General in Jeddah
11.00-12.30	BtoB session
12.30-13.00	Buffet lunch
13.00-14.30	BtoB session

14.30 Transfer to the Hilton hotel or to the airport
(Transfer to the airport will be granted for the flights with higher presence of delegates)