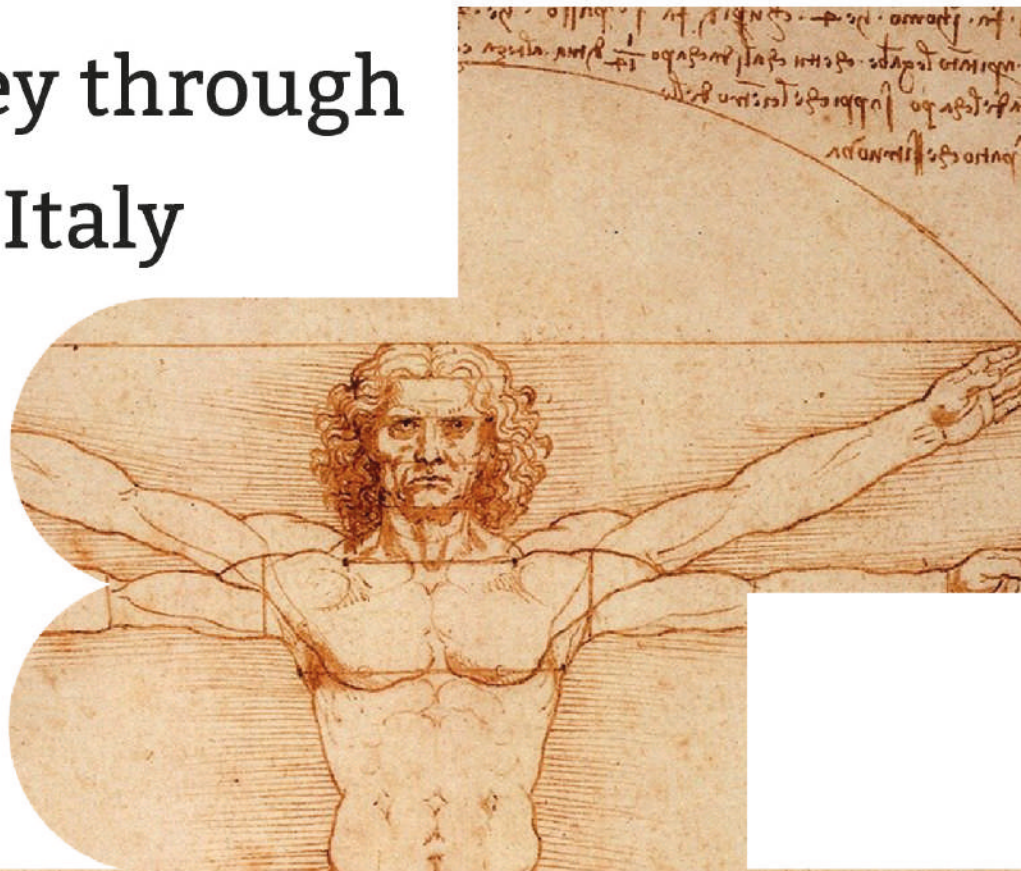




A Journey through Made in Italy



14th - 17th
April 2025

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PREVIEW EVENTS

11th - 13th April


SIGNS AND SYMBOLS: A REFLECTION ON THE EVOLUTION AND DUALITY OF ARCHITECTURAL DRAWING

 **Canadian University
Dubai, City Walk**

14th April

“UNO, NESSUNO (2)CENTOMILA”

EXHIBITION BY ANNUNZIATA TRICARICO AND GAJA BANCHELLI

 **6:30 PM
Italian Cultural
Insitute, Abu Dhabi**

15th April

7:00 PM | **Residence of the Ambassador of Italy to the UAE**



Embassy of Italy
Abu Dhabi

IDENTITY AND INNOVATION: THE FUTURE OF MADE IN ITALY IN THE UAE

Opening Remarks & Welcome

Lorenzo Fanara – Ambassador of Italy to the UAE

Introduction

Leo Cisotta – General Manager, Italiacamp EMEA

The Essence of the Made in Italy Rassegna 2025: A Platform for Growth and Collaboration

Panel Discussion

Identity and Innovation: The Future of Made in Italy in the UAE

Moderator: Rein Abou Rjeily, Official Speaker, Radio Italia Dubai

Dr. Nadia M. Alhasani – Dean, College of Arts & Design, University of Sharjah

The Role of Design and Creativity in Shaping the Future

Roberto Santori – CEO, Challenge Network

Made in Italy: A Heritage Without Borders

Tony Abi Gebrayel – Managing Partner, MZ ARCHITECTS

Made in Italy: Architectural Excellence Between Tradition and Innovation

Elena Marinoni – Director of Education, Istituto Marangoni Dubai

Cultural Trends and Market Insights: The Evolution of Made in Italy

Maria Criscuolo – Chairwoman & Founder, Triumph Group International

First-generation entrepreneur: from tradition to innovation

FUTURE INNOVATORS

Opening Remarks & Welcome

H.E. Hussain Al Mahmoudi – CEO, Sharjah Research Technology and Innovation Park (SRTIP)

Edoardo Napoli – Consul General of Italy in Dubai

Keynote speech

Crossing the Chasm

Driving cooperation between industry, government and academia to produce innovation that matters and long-standing economic impact

Nicola Bettio – Director, Innovation & Research Ecosystem at SRTIP

Keynote speech

Hype to Impact: Strategic Pathways for the Next AI Wave

Prof. Agostino La Bella – Full Professor, University of Rome Tor Vergata & Co-Founder, RTBH.ai

Innovation & Sustainability Across Industries

Moderator: Marwa El Etr - Institutional Relations and Communications Manager, Italiacamp EMEA

Valerio Soldani – Director, Italian Trade Agency in Dubai

Alessandro Chierico – Country Manager, Almaviva UAE

The Future of Creative Industries: Innovation, AI & Emerging Trends

Moderator: Matteo Bianchi, Founder and Managing Partner, Stand Out For Good

Elena Marinoni – Director of Education, Istituto Marangoni Dubai

The role of education in driving innovation in fashion, design, and the creative industries

David Gallo – Founder, OneOOne Games

Gaming & Interactive Media: The Future of Creative Industries.

Marco Ruggeri – CEO, DeepBlue Works

Eduardo Salierno - Co-Founder & Senior Strategist, DeepBlue Works

AI in the Land of Creativity: AI's Journey Through the Infinite Horizons of Creativity

Luca Mascaro – Chief Innovation Officer, BIP

AI as an enabler for superior customer journey

Michele Legoratto – Co-Founder & CEO, AIKE

AI for the new era of profiling and brand enhancement

Gianandrea Facchini - Founder & CEO, Buzztech

Empowering Environmental Solutions Through AI

16th April



LAMBORGHINI
ABU DHABI & DUBAI

7:00 PM | **Lamborghini Showroom, Dubai**

THE FUTURE OF MADE IN ITALY

Opening Remarks & Welcome

Martino Picotti – General Manager, Lamborghini Abu Dhabi & Dubai

Lorenzo Fanara – Ambassador of Italy to the UAE

Insights from Industry Leaders

Moderator: Barbara Cardilli – Founder & CEO, Labcardi

Jean Sebastien Berland – Group Regional Director, Middle East, India and Africa, TOD'S Group

Marcello Grasselli – President, Middle East, Dolce & Gabbana

Pep Lozano – General Manager, Bulgari Resort & Residences Dubai

Mehdi Rajan - General Manager at Damiani Group Middle East, India, Africa & Turkey

Cristiano Busco - Head of Global Engagement Luiss Business School

16th April

7:00 PM | **Manarat Al Saadiyat, Abu Dhabi**

MOVIE SCREENING – DIAMONDS, BY FERZAN ÖZPETEK

Curated by the Italian Cultural Institute in Abu Dhabi

Through an engaging narrative, the film directed by Ferzan Özpetek pays homage to the excellence of Italian tailoring in the 1980s, extolling its craftsmanship, elegance and timeless value. A tribute to sartorial mastery and to Made in Italy, a symbol of Italian prestige in the world.

17th April

10:00 AM | **Dubai Hub for Made in Italy**

■ Dubai Hub for
■ Made in Italy

**Made
in Italy**

PRESENTATION OF THE BOOK "SUCCESS STORIES – ITALY OF INNOVATION AND EXCELLENCE IN THE WORLD"

Opening Remarks & Welcome

Leo Cisotta – General Manager, Italiacamp EMEA FZCO

Valerio Soldani – Director, Italian Trade Agency in Dubai

Susanna Iacona Salafia – Director, Italian Cultural Institute - Abu Dhabi

Dialogue with the Author

Roberto Santori - CEO, Challenge Network

"Stories of Italian Excellence in the World"

Moderator: Luca Olivari – Adjunct Professor, Luiss Business School

Mohammed Alshehhi – Chairman, Euromercato

Michele Moro – Managing Director, Technogym Emirates

Alessandro Marinella – General Manager, E. Marinella

Giovanni Farese – Co-Founder & CEO, Webidoo S.p.A.

Marco Virgili – Editor & Founder, Radio Italia Dubai

Samuele Conti – Partner & Sales Manager EMEA, Ealixir

Raffaele Pasquini – Managing Director, Triumph Group International

Giulia Callegari – Owner, FerriFirenze

15th - 20th April

Art Dubai, Madinat Jumeirah

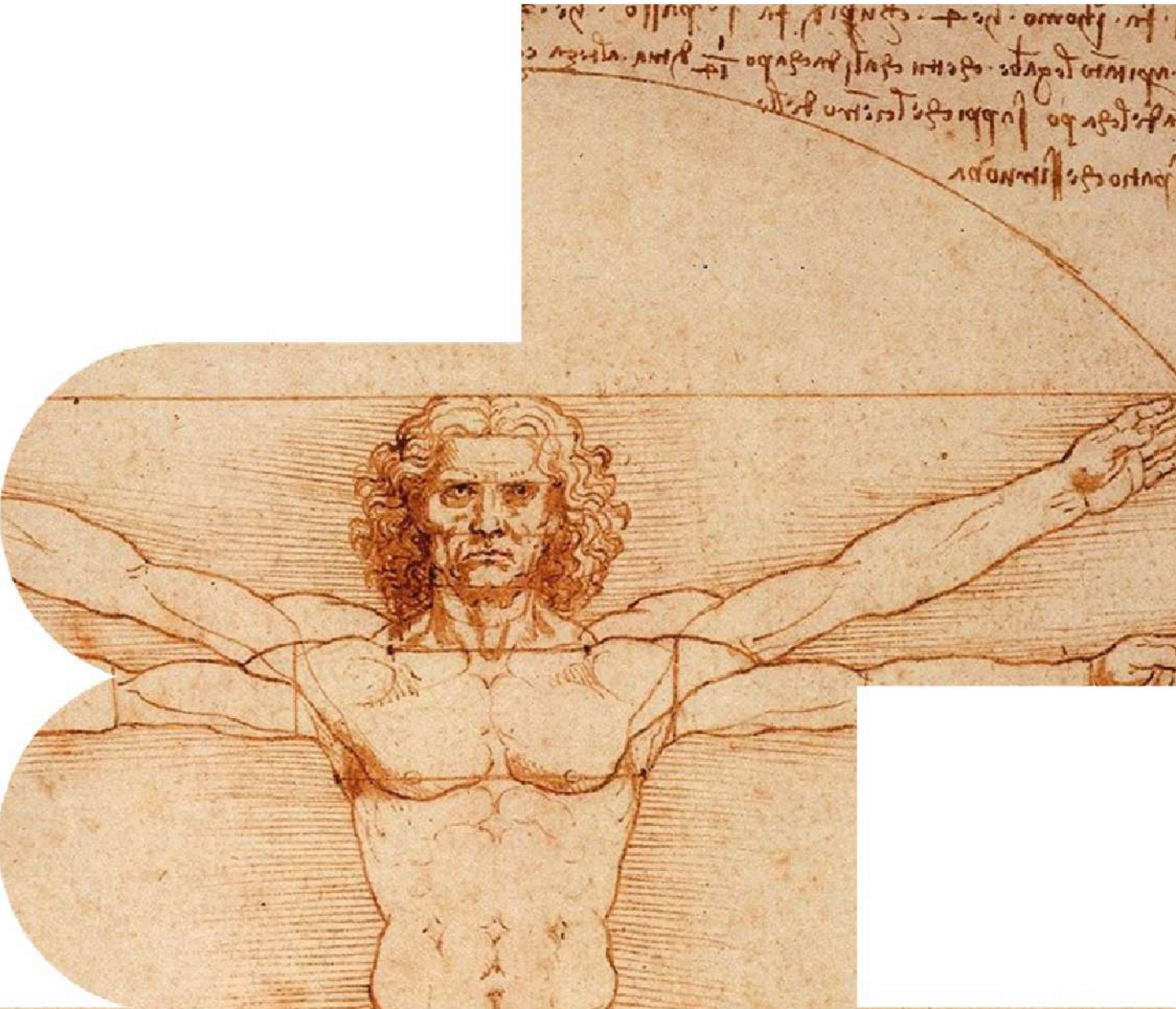
From 15 to 20 April 2025 the Consulate General of Italy in Dubai will host an Italian lounge at Art Dubai Digital, the section dedicated to digital art within the largest art fair in the Middle East, Art Dubai. East, Art Dubai. Confirming the collaboration started last year, the Consulate General will provide an all-Italian space to artists and galleries participating in the fair, not only by exhibiting digital (and non-digital) works of art, but also offering a place to meet and discuss new perspectives of art, in an intense dialogue between creativity and technology.

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