



Tuesday, July 9, 2024, h 11.00 a.m.

Auditorium, Centro Servizi, Rho Fiera Milano

Milano Unica 39th edition
Opening Ceremony

The future of the Made-in-Italy value chain

Creativity, innovation and company size:
the key ingredients
for a successful business model

Speakers

Simone Canclini

PRESIDENT OF MILANO UNICA

Barbara Cimmino

VICE-PRESIDENT AT CONFINDUSTRIA WITH RESPONSIBILITY FOR EXPORTS AND INVESTMENT

ATTRACTION AND CO-FOUNDER OF YAMAMAY

Antonio De Matteis

PRESIDENT OF PITTI IMMAGINE AND CEO AT KITON

Caterina Sanson

PARTNER OF OC&C MILANO

Luca Solca

ANALYST, HEAD OF LUXURY GOODS AT BERNSTEIN

Matteo Zoppas

PRESIDENT OF THE ITALIAN TRADE AGENCY ICE

Attilio Fontana

PRESIDENT OF THE LOMBARDY REGION

Moderator

Nicola Porro

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