

ZOOM WEBINAR

8 April 2021

10 am Rome time | 16 pm Beijing time

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中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

4th Edition

Shanghai | 5-10 novembre 2021

10.00 am Introduction by **Marco Bettin**, COO Italy China Foundation and Secretary General Italy China Chamber of Commerce | **David Doninotti**, Secretary General AICE

10.10 am **Liu Fuxue**, Deputy Director of CIIE Bureau

10.20 am **Li Bin**, Head of the Economic Affairs at Chinese Embassy in Italy

10.30 am **Maurizio Forte**, Director Made in Italy Export Promotion Department, ITA- Italian Trade Agency

10.40 am **Wang Weijing**, Deputy General Manager, International Department ICBC Head Office
Wei Xiaogang, General Manager, ICBC Milan Branch

10.55 am Introduction of CIIE opportunities for Italian companies by **Pierantonio Cantoni**, AICE

11.05 am Case histories from CIIE past editions

11.15 am Introduction of Food & Agriculture Sector | Consumer Goods Sector by CIIE Bureau

11.35 am Q&A and Conclusion

Partner: **ICBC**

