

Digital Event
**CDP Business Matching: the digital platform connecting
Korean and Italian companies**
Monday 5th December 2022
8:30 p.m. (CET)

Moderator: Laurent Franciosi, Head of International Business Support, CDP

8:30 – 8:40	Opening remarks <ul style="list-style-type: none">• H.E. Federico Failla, Ambassador of Italy to the Republic of Korea• Pasquale Salzano, Chief of European and International Affairs, CDP and President, SIMEST
8:40 – 8:50	Italy-Korea: a strategic partnership on industry, innovation and trade: <ul style="list-style-type: none">• Barbara Beltrame Giacomello, Vice President for Internationalization, Confindustria• SeongWoo Lee, Vice President, Korea Chamber of Commerce and Industry (KCCI)
8:50 – 9:00	CDP Business Matching Platform: the new instrument to foster trade and investment relations between Korea and Italy <ul style="list-style-type: none">• Riccardo Honorati Bianchi, Head of Country System Initiatives, CDP
9:00 – 9:20	Italy-Korea: economic cooperation and business opportunities <ul style="list-style-type: none">• Ferdinando Gueli, Director, Italian Trade Agency Seoul• Gi Hyun Kim, Director of International Cooperation Department, Korean International Trade Association (KITA)• Francesca Alicata, Senior Expert Indirect Channels, SIMEST - CDP Group
9:20 – 9:30	Italy-Korea Success stories <ul style="list-style-type: none">• European Comfort srl (Italian company)• Korean company (tbc)
9:30	Closing remarks <ul style="list-style-type: none">• Francesco Fussi, President, Italian Chamber of Commerce in Korea