



DANISH ROYAL VISIT TO ITALY – WE THINK BUSINESS

ROME, 7 NOVEMBER 2018

| TIME | EVENT | LOCATION |
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■ ALL
 ■ URBAN & CLEANTECH
 ■ HEALTHCARE
 ■ FOOD & BEVERAGES

WEDNESDAY, 7 NOVEMBER 2018

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|  | 09:00 – 09:30 | WELCOME COFFEE & REGISTRATION | Venue: Villa Miani |
|  | 09:45 – 10:30 | OPENING SESSION <ul style="list-style-type: none"> • HRH Crown Prince Frederik of Denmark • Italian representative • Anders Samuelsen, Minister for Foreign Affairs of Denmark • Karsten Dybvad, CEO of Confederation of Danish Industry • Vincenzo Boccia, President of General Confederation of Italian Industry (Confindustria) | Venue: Villa Miani Room: Salone delle feste |
|  | 10:45 – 13:00 | SECTOR SEMINARS WITH ROYAL PRESENCE | Venue: Villa Miani |
|  | 10:45 – 12:30 | URBAN & CLEANTECH BUSINESS SEMINAR | Venue: Villa Miani |
| | 10:45 – 10:55 | Keynote: <i>The Business of Denmark's Green Transition</i> <ul style="list-style-type: none"> • Finn Mortensen, Executive Director, State of Green | Room: Sala Bellevue 2 |
| | 10:55 – 11:40 | Panel 1: <i>Energy Efficiency in Buildings: Market Drivers and Implementation Challenges</i> Buildings represent almost 40% of the entire global energy consumption and count for nearly the same share of CO ₂ emissions. With today's energy efficient technology, it is possible to reduce energy consumption in buildings by at least 50%. But what are the market triggers for introducing energy efficiency measures in buildings? And what are the implementation challenges? | |
| | 10:55 – 11:05 | 10' market overview: <ul style="list-style-type: none"> • Roberto Moneta, Director of Energy Efficiency Department, ENEA | |
| | 11:05 – 11:40 | Panel Discussion - Moderator: <ul style="list-style-type: none"> • Simona Tondelli, Professor at the UniBO (University of Bologna) Panelists: <ul style="list-style-type: none"> • Kristian Kjeldgaard, Head of Sales, Kamstrup • Massimo Buccilli, CEO, Velux Italia SpA • Francesco Magri, General Manager, Grundfos Pompe Italia • Cassa Depositi e Prestiti (CDP) • Eliano Russo, Head of E-Industries, ENEL X • Romano Stasi, Secretary General, Italian Banking Association (ABI) | |
| | 11:40 – 12:20 | Panel 2: <i>Water: Efficiency and Revenue Streams</i> | |

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| 11:40 – 11:50 | <p>Water is a scarce resource increasingly under pressure. According to the UN, global water consumption will increase with up to 30% by 2030, due to population growth and increase in wealth. In addition, it is estimated that globally 25-50% of all distributed water is lost or never invoiced. In Italy, the corresponding number is approx. 40%. How can water efficiency be financially sustainable?</p> <p>10' market overview:</p> <ul style="list-style-type: none"> Elena Gallo, Head of Quality of Water, ARERA | |
| 11:50 – 12:20 | <p>Panel Discussion - Moderator:</p> <ul style="list-style-type: none"> Alberto Bernardini, Managing Partner, AGENIA Consulting <p>Panelists:</p> <ul style="list-style-type: none"> Jesper Daugaard, Senior Vice President, Global Marketing, Kamstrup Morten Riis, Group Director – Water Utility, Grundfos Holding A/S Massimiliano Garri, Chief Innovation and Information Officer, ACEA Banca Intesa Sanpaolo | |
| 12:20 – 13:00 | <p>Panel 3: Renewables: The Second Wave of Investments in Italy</p> <p>Italy has been a European front-runner with regards to investment in renewable energies, and currently has 56,22GW of renewable energy generation-capacity installed. Today the sector faces low CAPEX, new technologies, new business models and private liquidity seeking for reliable yields. Combined with favorable Regulation, a new Auctions program coming this year and the constant rising of energy price for final customers, the next “big-wave” of investment in renewable energy is clearly coming in Italy – how can your Company be part of that?</p> | |
| 12:20 – 12:30 | <p>10' market overview:</p> <ul style="list-style-type: none"> Antonello Di Pardo, Monitoring Unit and Statistics, GSE | |
| 12:30 – 12:55 | <p>Panel Discussion - Moderator:</p> <ul style="list-style-type: none"> Marco Margheri, Sustainability, Institutions & Regulation, Vice President, Elettricità Futura <p>Panelists:</p> <ul style="list-style-type: none"> Fabrizio Lucentini, Head of International Trade Policy Division, Ministry for Economic Development MiSE Rainer Karan, Vice President of Mediterranean East, Vestas Enrique Pedrosa, CEO Onshore for Southern Europe and Africa, Siemens Gamesa Giovanni Sebastiani, CFO of E2i Energie Speciali SpA, Elettricità Futura Massimo Pecorari, Head of Infrastructure & Power Project Finance, Unicredit Oscar Di Montigny, Chief Innovation, Sustainability & Value Strategy Manager, Banca Mediolanum | |
| 12:55 – 13:00 | <p>Conclusions and practical info</p> | |
| <div> <div></div> </div> 10:45 – 11:15 | <p>HEALTHCARE SEMINAR</p> <p>Institutional Welcome</p> <ul style="list-style-type: none"> Ellen Trane Nørby, Minister for Health, Denmark Armando Bartolazzi, State Secretary, Ministry of Health, Italy <p>Shaping the Future of Healthcare and Strategic Investments</p> <p>Keynote speaker:</p> <ul style="list-style-type: none"> Walter Ricciardi, Professor, President of the Italian Health Institute, WFPHA Vice President and New Governing Council Members <p>Panel 1: Healthcare of the Future – Enhancing Quality of Life Through Improved Health and Patient Empowerment</p> | <p>Venue: Villa Miani</p> <p>Room: Salone delle feste</p> |
| 10:45 – 11:00 | | |
| 11:00 – 11:25 | | |
| 11:25 – 12:10 | | |

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| 12:10 – 12:55 | <p>The intrinsic demand for healthcare services continues to rise, given population aging, the increasing prevalence of chronic disease, and the search for a higher quality of life. Longevity and the advance of new technologies and discoveries – as well as innovative combinations of existing ones – are among the many factors propelling patient empowerment, which is fundamentally changing how we prevent, diagnose and cure diseases.</p> <p>Introduction:</p> <ul style="list-style-type: none"> Andrea Lanzi, Full Professor of Endocrinology, President Italian Committee of Biosafety, Biotechnology and Life Sciences, President Health City Institute <p>Panelists:</p> <ul style="list-style-type: none"> Marco Cappa, Professor, Head of Endocrinology Unit, Bambino Gesù Children's Hospital, IRCCS Hospital Ivan Brandslund, Professor, University of Southern Denmark and Lillebaelt Hospital, Denmark Chresten B. Christensen, Senior Vice President South Europe, Ambu William Demant + Widex <p>Panel 2: The Transformation of Healthcare and Business Models of the Future</p> <p>Healthcare systems are beginning to pay for outcomes rather than products, and smart patient-centric services play a key role in the race to capture value and growth. The pharmaceutical and medical technology industries are being transformed as healthcare systems switch their reimbursement model from paying for products or services to rewarding clinical and health-economics outcomes. The task faced by these the industries is far from simple.</p> <p>Introduction:</p> <ul style="list-style-type: none"> Antonio Nicolucci, MD and Director CORESEARCH, Center for Outcomes Research and Clinical Epidemiology <p>Panelists:</p> <ul style="list-style-type: none"> Drago Vuina, Corporate Vice President, Novo Nordisk Guillaume Clement, Executive Vice President Europe, Leo Pharma Daniela Santarelli, Director for Market Access, Regulatory & Public Affairs, Lundbeck Massimo Scaccabarozzi, President, Farmindustria (Italian Pharmaceutical Industry Association) Italian Medicine Agency AIFA | |
| 12:55 – 13:00 | <p>Conclusions and practical info</p> | |
|  10:45 – 13:00 10:45 – 12:00 | <p>FOOD & BEVERAGES SEMINAR</p> <p>Panel 1: Ready for tomorrow's consumers</p> <p>Sustainability isn't exactly news for the industry, but the need to lead by example and put actions before words appears to be more important than ever. Modern consumers are worried about sustainability and look for responsible food producers. We invited 5 major players and look forward to hear how they handle the increasing demand for sustainable food.</p> <p>Introduction and moderation:</p> <ul style="list-style-type: none"> Roberto Giovannini, Journalist, La Stampa <p>Panelists:</p> <ul style="list-style-type: none"> Fabio Brescacin, President, NaturaSi (tbc) Ferrero (tbc) Lavazza (tbc) Alberto Frausin, CEO, Carlsberg Italy (on 0 water CSR project) | <p>Venue: Villa Miani</p> <p>Room: Sala Bellevue</p> |

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| 12:00 – 12:55 | <ul style="list-style-type: none"> Jacob Vishof Paulsen, Executive Vice President for North America, Europe, Middle East and Africa, Chr. Hansen Lab. <p>Panel 2: Catch up – the market is moving</p> <p>Catch up - the market is moving. People are now spending more money on 'eating out' than they do on groceries – and the trend has spread over most of Europe. What impact will this have on the way we do business? And how can producers and retailers take steps to compete with the 'eating out' trend and regain some of the lost market shares?</p> <p>Moderator:</p> <ul style="list-style-type: none"> Lise Walbom, Food Nation <p>Panelists:</p> <ul style="list-style-type: none"> Bastiaan van Asten, Vice President Food and Beverage, Autogrill, Serving People on the Move Paolo Di Croce, Slow Food International (tbc) Carrefour / PAM Group – AICUBE (tbc) Eataly (tbc) Flemming Nør-Pedersen, Director, Danish Agriculture & Food Council Leif Nielsen, Director, Danish Food and Drink Federation | |
| 12:55 – 13:00 | Conclusions and practical info | |
| 13:00 – 13:10 | AWARDING THE HRH PRINCE HENRIK'S MEDAL OF HONOUR | |
|  13:00 – 14:30 | <p>BUSINESS NETWORKING LUNCH</p> <p>Meet companies from the Danish business delegation during a networking lunch. TRH The Crown Prince Couple and Danish Ministers will be present during the lunch.</p> | Venue: Villa Miani |
|  15:00 – 16:00 | <p>PLENARY HIGH-LEVEL PANEL SESSION</p> <p>Transforming Business, the EU, Global Trade – The Next 20 Years</p> <p>Looking at the past 20 years and recent trends for global trade and business development, panelists will share their views on where they think the world is heading the next 20 years in terms of global trade and that of managing a global business. Who will be the winners and losers? Are we out of the woods regarding the aftermath of the financial crisis in 2008? What is the outlook for the EU and member states like Italy and Denmark, and the possible impact on your business?</p> <p>Moderator:</p> <ul style="list-style-type: none"> Oscar Di Montigny, Chief Innovation, Sustainability & Value Strategy Manager, Banca Mediolanum <p>Panelists:</p> <ul style="list-style-type: none"> Anders Samuelsen, Minister for Foreign Affairs of Denmark Anders Hedegaard, CEO, GN Store Nord More panelists to be announced | <p>Venue: Villa Miani</p> <p>Room: Salone delle feste</p> |



EMBASSY OF DENMARK



Confederation of Danish Industry



Danish Agriculture & Food Council



Danish Chamber of Commerce



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