

# ANNUAL ITALIAN ARAB BUSINESS FORUM

Rome, Jan. 28, 2025



- **8:30 am – 9:45 am: Registration and "welcome coffee"**
- **9:45 am – 10:30 am: Opening Ceremony**
- **10:30 am – 11:00 am: The Mattei Plan and its impact on the Arab countries of the African continent: The role of Italian companies**

*The Mediterranean is the scene of some of the most compelling challenges of our time. Deeper cooperation among neighboring countries can foster a greater degree of security and economic prosperity, and the Mattei Plan offers an unprecedented opportunity to strengthen that cooperation with the Arab countries of the African continent. What strategies could be implemented to address the challenges and achieve these results? What could be the role of Italian companies?*

- **11:00 am – 12:15 am: Italy and Saudi Arabia: fostering mutual economic growth through strategic partnerships and innovative approaches**

*An overview of the state of the art of Italian-Saudi relations, with a focus on joint projects, investments and business opportunities. Highlighting a number of collaborations, the session aims to analyze the many investment and business opportunities involving the two countries. "What strategies can be used to implement and strengthen this mutual economic growth?"*

*This is exemplified through certain main channels:*

- *Circular investments and Italian industrial districts as a model of excellence*
- *Innovation in technology, artificial intelligence and digitization as leverage for industrial and business transformation*

- **12:15 pm – 1:30 pm: Finance and Development: Financial Bodies, Islamic Finance and the role of institutions in the attraction of Foreign Direct Investments**

*The discussion will explore the role of finance in supporting public and private sector growth, presenting case studies on Islamic finance and investment flows between Italy, Saudi Arabia, and Arab countries.*

*A discussion aimed at addressing the role of finance as a driver of strategic development in support of both the public and private sectors, directly with the stakeholders involved.*

- **1:30 pm – 2:45 pm: Networking lunch**
- **2:45 pm – 3.30 pm: Agritech and Food Security: Innovation for Sustainability In The Arab Region**

*The discussion will focus on agricultural technologies, food security, and sustainable practices in arid climates, with the case studies on hydroponics, aquaponics, and vertical farming across Saudi Arabia and other Arab nations. Investment opportunities for Italian companies in agribusiness.*

- **3:30 pm – 4:15 pm: Tourism and Entertainment: Building a World-Class Tourism Sector in Saudi Arabia and the Arab World**

*Exploring Saudi Arabia's Vision 2030 and other regional tourism strategies. Best practices and Italy's role in supporting the development of tourism infrastructure, cultural initiatives, and entertainment hubs across the Arab world.*

- **4:15 pm – 5:00 pm: Construction and Infrastructure: Sustainable Development Across Saudi Arabia and Arab Countries**

*Highlighting mega-projects like NEOM and the Red Sea Project alongside infrastructure initiatives in Morocco, Egypt, and Algeria. Discussions will be held on smart cities, green building, and sustainable urban development trends. Speakers from Saudi and other Arab construction sectors.*

- **5:00 pm – 5:30 pm: Conclusion**

DRAFT