



# Korea-Italy Business Forum in Rome

## 【Date & Venue】

March 27 (Monday), Rome Cavalieri (Via Cadlolo, 101, Roma)

## 【Detailed Program】

Time	Event	Place
10:45	Registration and coffee break	
11:00~12:30	<p><b>【Opening Session】</b></p> <ul style="list-style-type: none"> <li>- Opening remark by Amb. Mr. Lee Yong-joon (5min)</li> <li>- Welcoming remark by Assessore for Economic Development Mr. Guido Fabiani of Regione Lazio (5min)</li> <li>- Presentation on “Business &amp; investment environment of Korea” (Head of KOTRA Milano Mr. Jang Soo-young, 15min)</li> <li>- Presentation on “Recent developments and useful information for business activities of Korean companies in Italy” (TBD, Ministry of Economic Development, 10min)</li> <li>- Presentation on “Tourism in Italy &amp; in Lazio” (Executive Director of ENIT Mr. Giovanni Bastianelli, 15min)</li> <li>- Introduction of Italian banks in the field of enterprise financing(5min)</li> <li>- Presentation on Korean food promotion(5min)</li> </ul>	language: English
12:30~13:30	<b>Networking session with light buffet lunch</b>	
13:30~	<p><b>【B2B session】</b></p> <ul style="list-style-type: none"> <li>- <b>(Tourism)</b> B2B meetings between Korean tourist agencies and the regional governments(Tourism)</li> <li>- <b>(Food sector)</b> B2B meetings between Korean food producers, Korean importer-exporter and Italian distributors</li> <li>- <b>(Bank)</b> B2B meetings between Korean companies and Italian Banks</li> <li>- Other B2B meetings between Korean companies and Italian companies</li> </ul> <p>☞ A detailed schedule for B2B meetings will be circulated by email in advance and posted in front of the meeting room.</p>	