Italiacamp

Embassy of Italy
Abu Dhabi

Consulate General of Italy
Dubai

ISTITUTO italiano DI CULTURA

MADE in ITALY DAY

A Journey through Made in Italy

14th - 17th April 2025

In collaboration with

challenge NETWORK

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PREVIEW EVENTS

11th - 13th April
SIGNS AND SYMBOLS: A REFLECTION ON THE EVOLUTION AND DUALITY OF ARCHITECTURAL DRAWING

Canadian University Dubai, City Walk

14th April
"UNO, NESSUNO (2)CENTOMILA"
EXHIBITION BY ANNUNZIATA TRICARICO AND GAJA BANCHELLI

6:30 PM
Italian Cultural Insitute, Abu Dhabi

15th April

7:00 PM | **Residence of the Ambassador of Italy to the UAE**

Embassy of Italy
Abu Dhabi

IDENTITY AND INNOVATION: THE FUTURE OF MADE IN ITALY IN THE UAE

Opening Remarks & Welcome

Lorenzo Fanara – Ambassador of Italy to the UAE

Introduction

Leo Cisotta – General Manager, Italiacamp EMEA
The Essence of the Made in Italy Rassegna 2025: A Platform for Growth and Collaboration

Panel Discussion
Identity and Innovation: The Future of Made in Italy in the UAE
Moderator: Rein Abou Rjeily, Official Speaker, Radio Italia Dubai

Dr. Nadia M. Alhasani – Dean, College of Arts & Design, University of Sharjah
The Role of Design and Creativity in Shaping the Future
Roberto Santori – CEO, Challenge Network
Made in Italy: A Heritage Without Borders
Tony Abi Gebrayel – Managing Partner, MZ ARCHITECTS
Made in Italy: Architectural Excellence Between Tradition and Innovation
Elena Marinoni – Director of Education, Istituto Marangoni Dubai
Cultural Trends and Market Insights: The Evolution of Made in Italy
Maria Criscuolo – Chairwoman & Founder, Triumph Group International
First-generation entrepreneur: from tradition to innovation

16th April

10:00 AM - 2:00 PM | **Sharjah Research Technology and Innovation Park (SRTIP)**

مجمع الشارقة للبحوث والتكنولوجيا و الابتكار
Sharjah Research Technology & Innovation Park

FUTURE INNOVATORS

Opening Remarks & Welcome

H.E. Hussain Al Mahmoudi – CEO, Sharjah Research Technology and Innovation Park (SRTIP)

Edoardo Napoli – Consul General of Italy in Dubai

Introductory Panel

Crossing the Chasm

Driving cooperation between industry, government and academia to produce innovation that matters and long-standing economic impact

Nicola Bettio – Director, Innovation & Research Ecosystem at SRTIP

Keynote speech

Hype to Impact: Strategic Pathways for the Next AI Wave

Prof. Agostino La Bella – Full Professor, University of Rome Tor Vergata & Co-Founder, RTBH.ai

Innovation & Sustainability Across Industries

Moderator: **Marwa El Ettr** - Institutional Relations and Communications Manager, Italiacamp EMEA

Valerio Soldani – Director, Italian Trade Agency in Dubai

Alessandro Chierico – Country Manager, AlmavivA UAE

Closing panel

The Future of Creative Industries: Innovation, AI & Emerging Trends

Moderator: Matteo Bianchi, Founder and Managing Partner, Stand Out For Good

Elena Marinoni – Director of Education, Istituto Marangoni Dubai

The role of education in driving innovation in fashion, design, and the creative industries

David Gallo – Founder, OneOOne Games

Gaming & Interactive Media: The Future of Creative Industries.

Marco Ruggeri – CEO, DeepBlue Works

Eduardo Salierno - Co-Founder & Senior Strategist , DeepBlue Woks

AI in the Land of Creativity: AI's Journey Through the Infinite Horizons of Creativity

Prof. Massimiliano Rega – Co-Founder, RTBH.ai

Transformative AI Solutions for Digital Engagement and Business Growth

Gianandrea Facchini - Founder & CEO, Buzztech

Empowering Environmental Solutions Through AI

16th April

7:00 PM | **Lamborghini Showroom, Dubai**

LAMBORGHINI
ABU DHABI & DUBAI

THE FUTURE OF MADE IN ITALY

Opening Remarks & Welcome

Martino Picotti – General Manager, Lamborghini Abu Dhabi & Dubai
Lorenzo Fanara – Ambassador of Italy to the UAE

Insights from Industry Leaders
Moderator: Barbara Cardilli – Founder & CEO, Labcardi

Jean Sebastien Berland – Group Regional Director, Middle East, India and Africa, TOD'S Group

Marcello Grasselli – President, Middle East, Dolce & Gabbana

Pep Lozano – General Manager, Bulgari Resort & Residences Dubai

Mehdi Rajan - General Manager at Damiani Group Middle East, India, Africa &Turkey

Cristiano Busco - Global Engagement Strategist, Luiss Business School

16th April

7:00 PM | **Manarat Al Saadiyat, Abu Dhabi**

MOVIE SCREENING – DIAMONDS, BY FERZAN ÖZPETEK

Curated by the Italian Cultural Institute in Abu Dhabi

Through an engaging narrative, the film directed by Ferzan Özpetek pays homage to the excellence of Italian tailoring in the 1980s, extolling its craftsmanship, elegance and timeless value. A tribute to sartorial mastery and to Made in Italy, a symbol of Italian prestige in the world.

17th April

10:00 AM | **Dubai Hub for Made in Italy**

Dubai Hub for Made in Italy

Made in Italy

PRESENTATION OF THE BOOK "SUCCESS STORIES – ITALY OF INNOVATION AND EXCELLENCE IN THE WORLD"

Opening Remarks & Welcome
Leo Cisotta – General Manager, Italiacamp EMEA FZCO
Valerio Soldani – Director, Italian Trade Agency in Dubai
Susanna Iacona Salafia – Director, Italian Cultural Institute - Abu Dhabi

Dialogue with the Author

Roberto Santori - CEO, Challenge Network
"Stories of Italian Excellence in the World»
Moderator: Luca Olivari – *Adjunct Professor - Head of Open Consulting Luiss Business School S.p.A.*

Mohammed Alshehhi – Chairman, Euromercato
Michele Moro – Managing Director, Technogym Emirates
Alessandro Marinella – General Manager, E. Marinella
Giovanni Farese – Co-Founder & CEO, Webidoo S.p.A.
Paolo Lo Monaco - Chief Financial Officer, Al Khayyat Investments
Marco Virgili – Editor & Founder – Radio Italia Dubai

15th - 20th April

Art Dubai, Madinat Jumeirah

From 15 to 20 April 2025 the Consulate General of Italy in Dubai will host an Italian lounge at Art Dubai Digital, the section dedicated to digital art within the largest art fair in the Middle East, Art Dubai. East, Art Dubai. Confirming the collaboration started last year, the Consulate General will provide an all-Italian space to artists and galleries participating in the fair, not only by exhibiting digital (and non-digital) works of art, but also offering a place to meet and discuss new perspectives of art, in an intense dialogue between creativity and technology.

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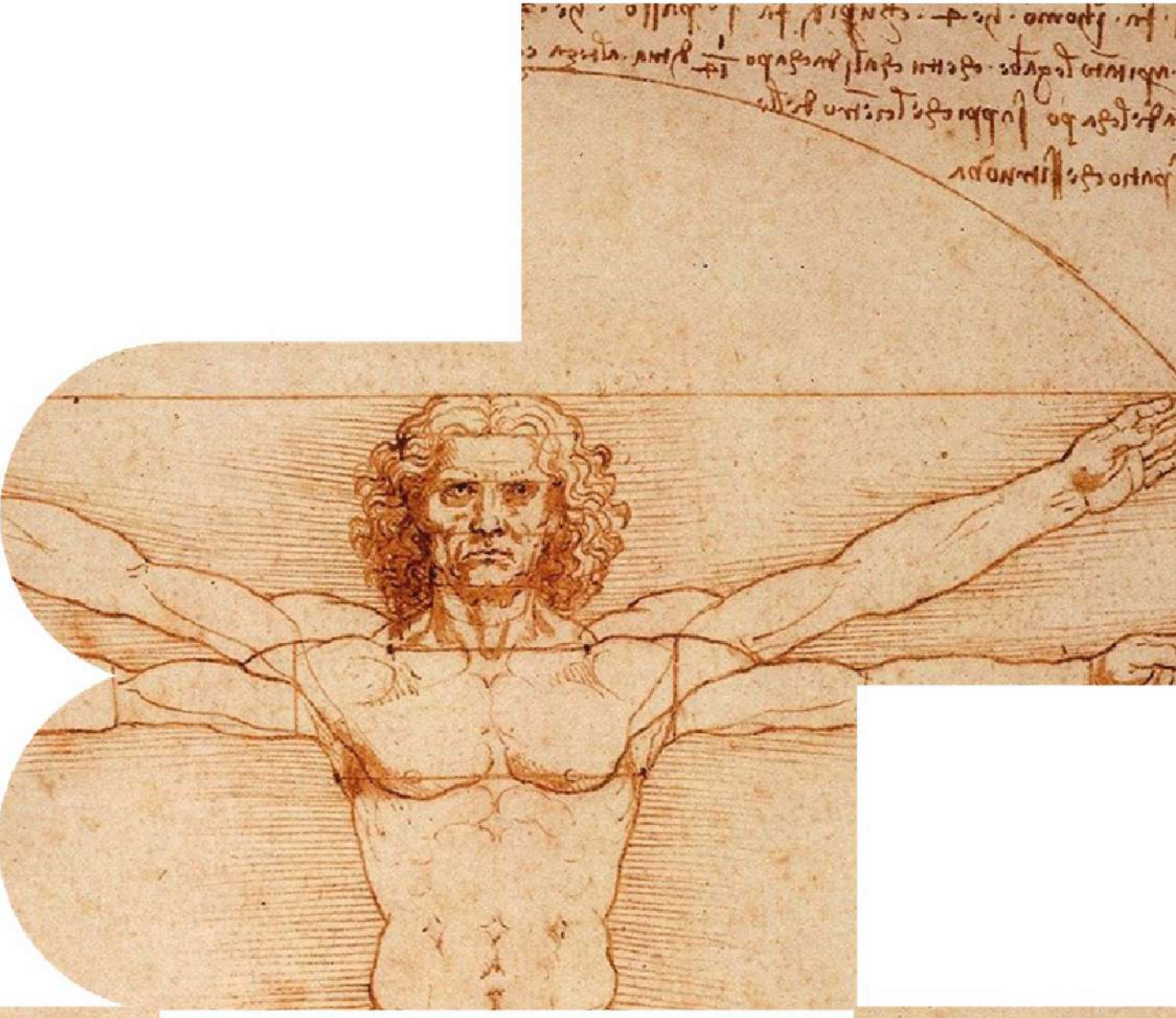

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