

Festival of Economics 2025

RISKS AND
FATAL
CHOICES
Europe at the
crossroads

Trento | 22 - 25 May



THE FESTIVAL



22-25 May 2025



Trento

The Festival of Economics in Trento, now in its twentieth edition and scheduled to take place from 22 to 25 May 2025, continues its commitment to **analysing** the **challenges** dictated by a **global scenario** characterised by **high complexity and uncertainty**, proposing solutions and keys to interpretation.

We will encounter **many risks** and decisions that will affect Europe: **crucial issues** that will be debated by the brightest **minds** in **business, academia** and **politics** at national and international levels.

Keynote speeches, Lectio Magistralis, TED talks, and panel discussions are some of the formats that will enliven the entire city during the days of the event, interspersed with networking moments, concerts, live shows, workshops, and activities for children.



THE POSTER

**Festival dell'Economia di Trento
20th Edition / 22 - 25 May 2025**

The **return of Donald Trump** to the presidency of the United States, the **power of States**, the renewed globalisation, the development of international trade with a new era of tariffs and protectionism, the **growing polarisation between the United States and China**, Europe increasingly resembling a fragile clay pot between two iron ones, with **Germany's recession**, the increasingly evident **difficulties of France**, and the **dramatic absence of adequate leadership**: all this against a backdrop where geopolitics is the determining variable, with around sixty active **conflicts** and the lacerations caused by the conflict in Ukraine and the carnage in the Middle East. This is the scenario that explains the choice of title made by the board of the Trento Festival: "Risks and fatal choices. Europe at the crossroads."

These risks are fatal because they **involve balances upon which humanity's future depends**, and all this without adequate levels of awareness and knowledge. This is why events such as the Festival of Economics, which will be held from 22 to 25 May 2025, represent a unique chance to pose questions, engage in debate, and reflect.

Today, the primacy of the West is being challenged, and the pendulum is swinging eastward, with India surpassing China in demographic growth and economic development. Trump's America primarily focuses inward. Europe is overfed, divided, burdened by bureaucracy, lacking visionary leaders, unable to counteract its demographic winter. Just beyond its borders lies Africa—a young, resource-rich continent—doubling its population and striving for progress.

Our future, **everyone's future**, is tied to choices that must be made, that are neither obvious nor easy but could mark a turning point. Perhaps the key to success, and to hope, lies first of all in the rediscovery of a **new humanism**, which rejects war as a means of conflict resolution, exactly as enshrined in the Italian Constitution. Respect for others and a shared commitment to peace as a prerequisite for **economic development** to reduce the differences between the very rich and the very poor, those who succeed and those who struggle to survive. The paths to follow include economic development and entrepreneurship as antidotes to decline, the production of energy from renewable and sustainable sources, and gender equality as a common goal and a means of mobilizing all available resources.

In spite of everything, if the right choices are made, **a golden age can indeed emerge** because, as Aldo Ravelli, a half-century protagonist of the Italian stock market, liked to say: 'after the bad comes the good', in financial markets as in life. But this is contingent on choosing the right path step by step at the many crossroads we face. There are numerous open fronts for discussion and, for once, **prioritising reasoning** over brawling, argumentation over shouting, intellect over brute force. All this, in Trento, to experience different and less oppressive days. In fact, more enjoyable.*

Fabio Tamburini, Editor-in-chief Il Sole 24 Ore



TOPICS

The main programme of the event will consist of keynote speeches, dialogues and panel discussions.

Guests will be involved in analyses, reflections and debates on the various **topics** covered by the theme of the 2025 edition.

IA 	LAVORO 	ECONOMIA DELLO SPAZIO 
ATTUALITÀ 	GEOPOLITICA 	PNRR 
POLITICHE ECONOMICHE 	ECONOMIE DELLE IMPRESE 	ECONOMIA DIGITALE 
ENERGIA 	SOSTENIBILITÀ 	DEMOGRAFIA 
TRASFORMAZIONE URBANA 	MEDICINA, SALUTE E SANITÀ 	DIVERSITY E INCLUSIONE 



FORMATS

- Dialogues
- Keynote speeches
- Radio 24 live broadcasts
- Panels
- Lab
- Live shows
- TED talks

THE LOCATIONS



festival
ECON
OMIA
trento



OECD COURTYARD

FONDAZIONE CARITRO

PIAZZA CESARE BATTISTI

PIAZZA DEL DUOMO

PIAZZA FIERA

PIAZZA SANTA MARIA MAGGIORE

TEATRO SOCIALE

PALAZZO DELLA PROVINCIA – SALA DEPERO

PALAZZO DELLA REGIONE

PALAZZO GEREMIA

FILARMONICA

MUNICIPAL LIBRARY

**The list is being updated*



THE PROGRAMME

Academic speakers, analysts and opinion leaders from the world of Italian and international institutions and businesses. The Festival draws attention to all the **most topical national and global issues**: from the **American elections**, with their unexpected implications, to the downturns in **international trade**, accompanied by an increasing polarisation of **relations between the United States and China**, and the **lacklustre performance of the economies of a Europe lacking leadership**.

In this complex geopolitical framework, it is essential to focus on the **technological revolution**, particularly linked to AI, which is driving the industrial one. A long transitional phase, full of unknowns, which poses the need to define **new economic models** to shape a more balanced system of international relations that guarantees **fair access to resources** for all the peoples of the planet. And above all, the great priority of this time: the search for a delicate balance towards **peace**.



THE PROGRAMME



FESTIVAL



FUORI FESTIVAL



LOCAL ECONOMY



MEETINGS WITH AUTHORS



RADIO 24 LIVE BROADCASTS



THE MAIN PROGRAMME



Coordinated by the **Scientific Committee** chaired by Fabio Tamburini, Director of Il Sole 24 Ore, Radio 24 and the news agency Radiocor.

A **wide-ranging programme** that brings together the brightest minds in the scientific world, managers and opinion leaders to identify the coordinates of the **compass to guide change**. An effort that is **consistent with previous editions** and continues along the path of a **commitment** aimed at analysing the **challenges posed by a global scenario of great complexity and uncertainty**.

All this, through five different schedules designed for diverse audiences:

the **Festival**; the **Fuori Festival**; the **Meetings with Authors**; the **Local Economies**; the **Radio 24 Live Broadcasts**



Dedicated to an audience of young people and families, it runs alongside the programme curated by the scientific committee, designed to animate the city with **content that has a strong appeal and unifying capacity**. For the fourth year, the Fuori Festival returns with its **dynamic and informative approach** to speak to all ages, from children to adults.

Its **transversal gaze** will look at current events from an **alternative point of view, one that can appeal to the freshest and most curious sensibilities**.

Environment and sustainability, STEM, sport, inclusion, gender equality, art and literature, new professions and communication trends: the Fuori Festival programme is enriched with new themes **capable of inspiring new visions and ideas, blending education and intelligent entertainment** for those attracted by innovative languages and approaches.

The **Fuori Festival**, now in its fourth year, offers a dynamic and engaging programme for students, young people and families, enriching the city with attractive and targeted content in streamlined and aggregating formats.

The programme, which ranges from **social economy to sustainability, art and classical culture, science and financial education**, offers a mix of **education and entertainment**, with **TED-style talks**, panels, performances and street activations.

Personalities from the **entertainment industry, social media, entrepreneurs**, and **scientists** will engage **audiences of all ages** with events capable of captivating a broad audience.



THE PROGRAMME

THE FUORI FESTIVAL



THE FUORI FESTIVAL

ITS TOPICS

"MUSIC AND SHOW": shows, interviews, musical performances: an artistic programme for all ages and tastes designed to provoke reflection with a smile, without neglecting music, the true universal language.

"RADIO 24 LIVE": the presenters of the Radio and their most popular programmes live from Piazza Cesare Battisti. A live gateway to the amazing world of radio.

"WATCHWORDS": meetings and debates on the vocabulary of the future, involving new skills to achieve one's professional goals and innovative actions to open up new horizons for one's territory and our planet.

"VISIONARIES": young talents and content creators, scientists, artists for a programme of TED talks and discussions designed to inspire new visions of reality, new solutions to current challenges, creative and business models.

NEW

"SOCIAL ECONOMY": an absolute novelty of the 2025 Fuori Festival to give a voice to that part of the country that has made solidarity and cooperation the hallmarks of its actions for the common good and a fairer world.

NEW

"BUSINESS WORLD": companies will take the lead in an expanded dialogue in building a base of shared values. Meetings and discussions on the education of future generations in relation to the world of work and the new professions that digitalisation and technological innovation are transforming. A space focused on talent to inspire young people and bring the business world closer to the contexts in which the future is built.



LOCAL ECONOMIES

A series of **events organised by the local reference entities of the Trentino area**: Foundations, Institutions, Research Institutions, Third Sector Organisations and Trade Associations, working to examine the dynamics of local development, paying specific attention to research and innovation.

MEETINGS WITH AUTHORS



A world of books will enliven the days of the Festival of Economics, with meetings and debates for all ages, focus and in-depth analysis on topical issues.

The 2024 edition of the Festival was joined by, among others:

Einaudi, Feltrinelli, Mondadori, Rizzoli.

Collaborations that have led to meetings with prominent authors such as **Cathy La Torre, Claudia Parzani, Federico Marchetti, Domenico Quirico and Carlo Cottarelli.**





RADIO 24 LIVE BROADCASTS

Radio 24 broadcasts live from Trento a selection of programmes from the schedule, creating opportunities for live encounters between the audience and radio presenters, revealing the excitement of live radio and behind the scenes.

At the Festival of Economics in Trento, Radio 24 is always present with live broadcasts of its programmes from a dedicated location.

Giuseppe Cruciani, Sebastiano Barisoni, Giampaolo Musumeci, Alessandro Milan and Leonardo Manera, Debora Rosciani and Mauro Meazza, Marta Cagnola, Alessio Maurizi, Carlo Genta, Pierluigi Pardo, Nicoletta Carbone and Simone Spetia also met visitors in live events and shows organised for the Festival by radio presenters and journalists.

Programmes present in 2024:

- 2024
- 24 Mattino
- Amici e nemici
- Due di Denari
- Effetto Giorno
- Europa Europa
- Focus Economia
- Il Caffè della Domenica
- La Zanzara
- Nessun luogo è lontano
- Non mi capisci
- Obiettivo Salute in tavola
- Obiettivo Salute weekend
- Radiotube
- Si Può Fare
- Tutti Convocati
- Uno, nessuno, 100 Milan

NETWORKING OPPORTUNITIES

The Festival returns as a widespread space for networking and relationships that encourage the exchange of ideas and experiences.

As was already the case during the days in May 2024, when over 700 national and international guests participated in networking moments during dinners, business lunches and meetings.

A successful experience to be replicated and enhanced also in 2025.



THE WEBSITE

The information collected by the website [festivaleconomia.it](https://www.festivaleconomia.it) is constantly updated. A virtual and dynamic agenda with content on schedules, guests, press campaigns and activities on the Festival's and Gruppo24ore's social channels. Editorial content produced by the Group's media is also published on the portal.

During the days of the festival, the site hosts a selection of live-streaming broadcasts of the scheduled events.

The same portal also hosts an on-demand platform where all scheduled events can be watched again in full until the next edition:

<https://www.festivaleconomia.it/en>



Festival dell'Economia - Trento

XX EDIZIONE | 22-25 MAGGIO 2025

"RISCHI E SCELTE FATALI. L'EUROPA AL BIVIO"

Un titolo che riflette i grandi cambiamenti che l'esito delle elezioni negli Stati Uniti produrrà sullo scacchiere internazionale, a partire dagli equilibri geopolitici e macroeconomici globali. Sono numerosi i rischi e le scelte che ci troveremo ad affrontare e che impatteranno sull'Europa: temi cruciali che il Festival dell'Economia di Trento affronterà con il contributo delle menti più brillanti del mondo economico, accademico e politico a livello nazionale e internazionale il maggio prossimo in una edizione speciale che festeggerà i 20 anni della manifestazione.

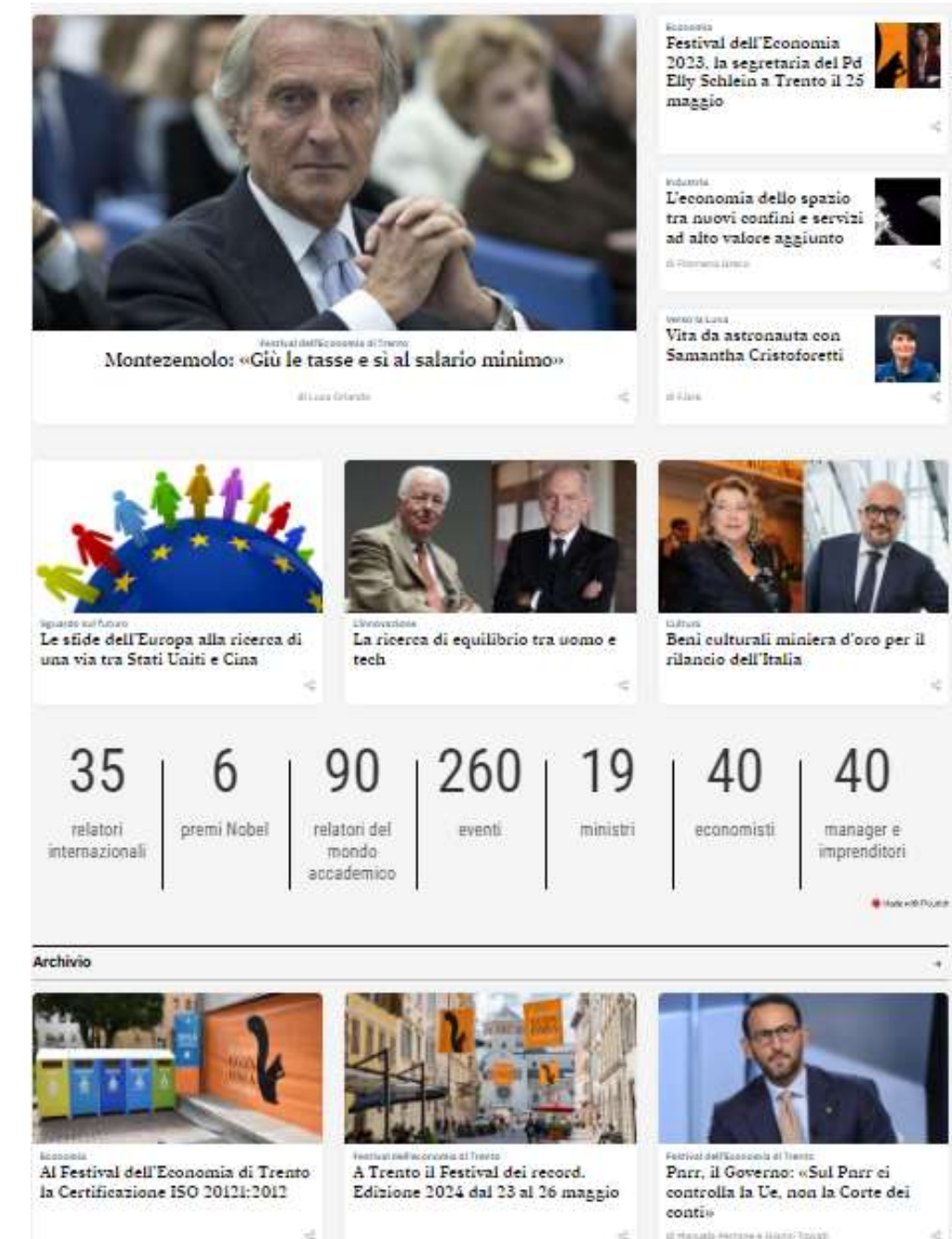
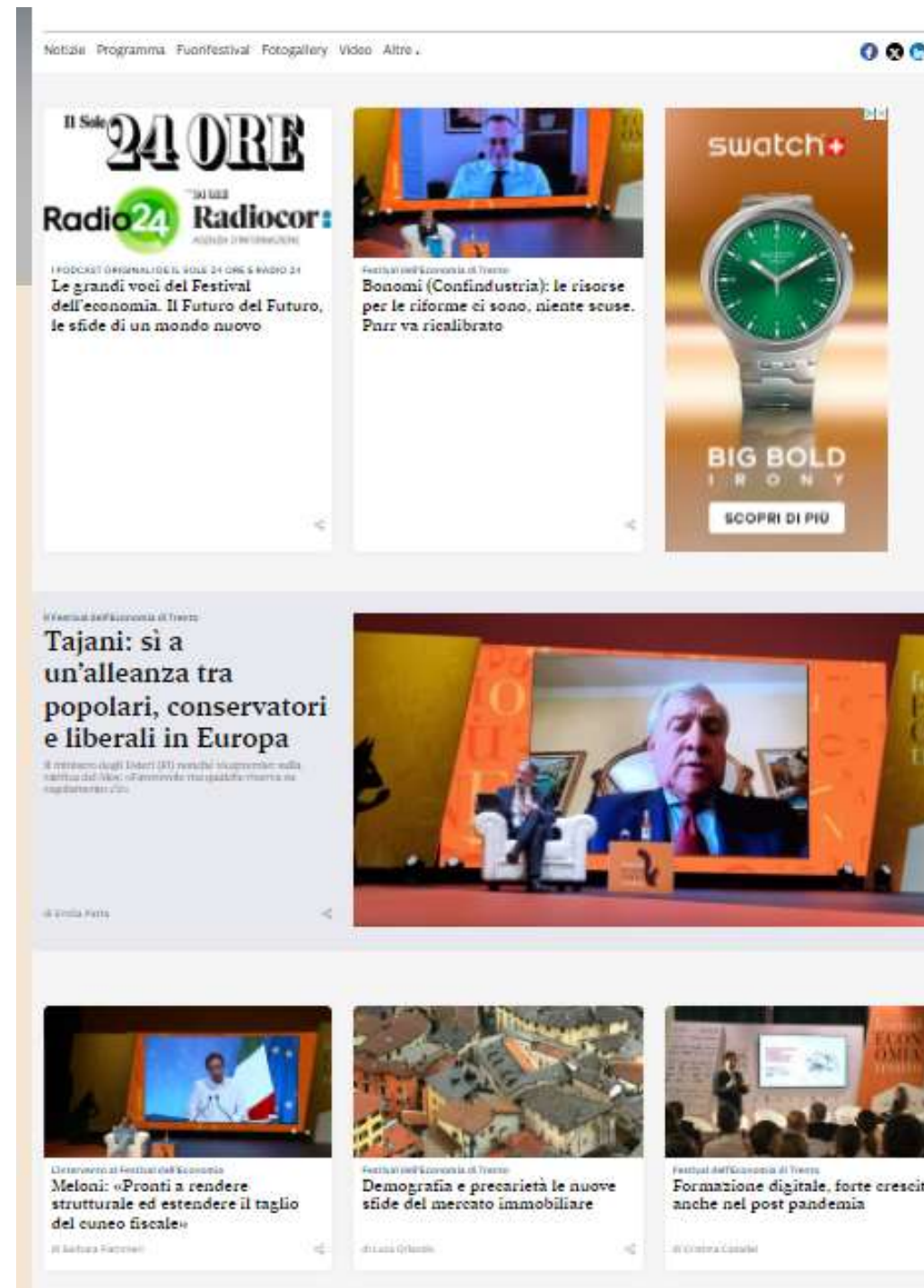
Con il nuovo titolo il Festival dell'Economia di Trento prosegue nell'impegno rivolto ad analizzare le sfide dettate da uno scenario mondiale caratterizzato da elevata complessità e incertezza proponendo soluzioni e chiavi di lettura. Nel 2022, infatti, il tema "Dopo la pandemia, tra ordine e disordine" mirava ad approfondire i profondi effetti sociali, economici e politici della pandemia, mentre l'edizione 2023 intitolata "Il futuro del futuro. Le sfide di un mondo nuovo" si è impegnata a delineare l'impatto che le grandi trasformazioni tecnologiche e socio-economiche avranno sull'umanità. Nel 2024 con "Quo vadis? I dilemmi del nostro tempo" il Festival ha analizzato le grandi questioni che il nostro tempo ci pone, dall'acuirsi dei conflitti nel mondo al crescere di inflazione e debito pubblico, dal cambiamento climatico all'inverno demografico. [Leggi di più.](#)



PUBLISHING PRODUCTS OF THE 24 ORE GROUP

Il **Sole24ore.com** will present the main topics of the Festival and will delve into the scheduled events thanks to the **Superdossier** dedicated to the Festival.

In addition, on the homepage of Sole24ore, the main events of the four days will be **streamed live**.



THE FESTIVAL 2024

19th Edition | 23 - 26 May



GRUPPO  24 ORE

ED. 2024

THE NUMBERS

19TH EDITION | 23-26 MAY 2024

The theme for the 19th edition of the Festival of Economics in Trento in 2024 – organised by the 24 ORE Group and Trentino Marketing on behalf of the Autonomous Province of Trento, with the contribution of the Municipality of Trento and the University of Trento – was QUO VADIS? THE DILEMMAS OF OUR TIME.

Another record-breaking edition involving the entire city and the streets decorated with orange, it welcomed a wide and diverse audience in terms of generations and skills.

+ 5
Active squares

+ 20
Activated locations

+ 330
Events

+ 40k
Participants in attendance

ED. 2024

THE NUMBERS

DIGITAL, STREAMING, SOCIAL

+ 600k
Users reached via live streaming on ilsole24ore.com

+ 7.4M
Users reached by Festival and FF content on 24 ORE Group social channels

+ 40k
Users watching the live streams and videos on demand on the Festival website

+ 200k
Users reached by social clips

+ 228k
Views of Radio24's YouTube live streams

+ 10.5M
Views of the Festival content on social media



PROVINCIA E COMUNE DI TRENTO A CONFRONTO CON CROSETTO
Not, chiesto lo spostamento degli alloggi militari

TRENTO. Colpo di scena. In origine si trattava di una richiesta del Comune di Trento, che non era stata accolta dalla Giunta provinciale. Ma ieri lo spostamento degli alloggi militari in un'altra area della città per fare spazio al Nuovo Ospedale Trentino è tornato al centro della discussione in un incontro tra il presidente della Provincia Fugatti, il sindaco di Trento Franco lanese (accompagnati dai direttori generali delle rispettive amministrazioni) e il ministro della Difesa Crosetto. L'incontro si è tenuto a margine del Festival dell'Economia. «Provincia e Comune hanno illustrato la loro proposta. Siamo fiduciosi» ha dichiarato Fugatti. Oltre agli alloggi militari, si è discusso del collocamento delle aree necessarie allo sviluppo del nuovo Polo ospedaliero e universitario. «Abbiamo spiegato al ministro - commenta Fugatti - la necessità di riaggiornare con lo Stato i termini dell'accordo qua-



THE PRESS REVIEW OF THE 2024 FESTIVAL

Over 6,000 media coverages, including:

+ 500 PRESS COVERAGE

+ 5,000 WEB COVERAGE

+ 200 COVERAGE ON RADIO and TV



ED. 2024

THE SPEAKERS

The **big names** in politics and economics, as well as in science and philosophy, along with major internet personalities, came together to talk about the state of the world and future scenarios:

- 20 **MINISTERS** AND THE PRIME MINISTER
- 5 **NOBEL LAUREATES**
- 80 SPEAKERS FROM THE **ACADEMIC** WORLD
- 40 **INTERNATIONAL** SPEAKERS
- 40 NATIONAL AND INTERNATIONAL **ECONOMISTS**
- 60 **MANAGERS** AND ENTREPRENEURS
- 60 REPRESENTATIVES OF NATIONAL AND EUROPEAN **INSTITUTIONS**
- **OVER 700** SPEAKERS AND MODERATORS, **37% OF WHOM WERE WOMEN**



ED. 2024

SOME PROTAGONISTS



PIERO CIPOLLONE: Member of the Executive Board, ECB

JAMES HECKMAN: Nobel Prize in Economics 2000

EDMUND PHELPS: Nobel Prize in Economics 2006

MICHAEL SPENCE: Nobel Prize in Economics 2001

MUHAMMAD YUNUS: Nobel Peace Prize 2006

TAWAKKOL KARMAN: Nobel Peace Prize 2011

CARLO MARIA ZUPPI: Cardinal



ED. 2024



THE DIGITAL EVENT

- Over **600,000 users** live streamed events on the Sole 24 Ore website and its social media channels (Linkedin, Facebook, Twitter and Youtube)
- Over **3.4 million users logged on** to IlSole24Ore.com during the four days of the Festival, +25% compared to last year.
- Over **165,000 views** of the Superdossier on IlSole24Ore.com and over 45,000 visits to the articles.

THE SUPERDOSSIER

ED. 2024

OURS PARTNERS



TOP PARTNER



MAIN PARTNER



OFFICIAL PARTNER



SUPPORTER



IN COLLABORAZIONE CON



PARTNER FUORIFESTIVAL



SI RINGRAZIA



MEDIA PARTNER



ED. 2024



THE FUORI FESTIVAL 2024

The Fuori Festival of Economics in Trento returns for the third year with its rich programme designed for young audiences and families, running parallel to the programme curated by the scientific committee. Personalities from the world of entertainment, creatives, athletes, entrepreneurs and opinion leaders spoke about their life and professional experiences in the most diverse fields and sectors: from new digital technologies to the world of communication, research, food and tourism.

This year featured the new division between INDOOR and OUTDOOR events to experience the Fuori Festival in a new way, enlivening the entire city and its squares with a dedicated stage.



ED. 2024



Artificial intelligence, its impact on work and communication, the universe of social media, the major theme of the needs of Generation Z, financial education and the challenge of sustainability: these were some of the **focus points** of the talks that comprised the packed indoor programme of Fuori Festival 2024.

INDOOR

FUORI FESTIVAL

How the world of work is changing, new professions, the video game economy and the new languages of the food economy: the 2024 edition of the Fuori Festival proposed topics specific to the Festival but with the language of the Fuori Festival in order to reach a younger target audience of recent graduates and young people approaching the world of work.



ED. 2024



OUTDOOR

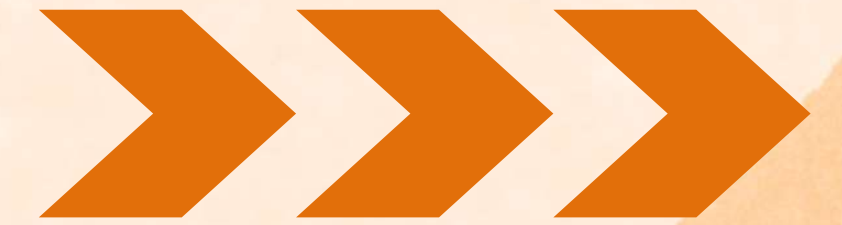
New for the 2024 edition was the multiplication of outdoor spaces. The city became a stage for the numerous events on the programme: from the new addition of **Piazza Mostra** dedicated to families and children, **to the new stage in Piazza Fiera**, which has been transformed into a real Lounge for students and young people, to the events in **Piazza Duomo**, with the Bookshop and the participation of SKY, to the presence of Radio 24 in **Piazza Cesare Battisti** and the “Un caffè al Sole” press review in **Piazza Pasi**.

Festival of Economics 2025

RISKS AND FATAL CHOICES

Europe at the crossroads

Trento | 22 - 25 May



BUSINESS PROPOSALS



TOP PARTNERS

Investment required:
€250,000 net-net + VAT
Excluding any additional activities not
indicated in the proposal

- Possibility of inviting **opinion leaders** to participate in up to **4 panels or round tables** in the Festival schedule (topics and positioning to be defined together with the Scientific Committee)
- **Partner logo visibility:**
 - **10** full-page **print ads** in Il Sole 24 Ore
 - **10 DEM** sent to registered users of .com and 24 Ore Group subscribers
 - **box format banner (300x250)** - approx. 10 million impressions
 - **2 weeks' planning on Radio24** (42 weekly spots, 5" audio tag)
 - **Set-ups** in the locations and squares where the Festival will take place and all communication materials related to the initiative
- **OUTDOOR ACTIVATION** (basic structures and fittings included) content and space management by the Partner (e.g. product display, Fuori Festival content, etc.)**
- **Promotional video:** possibility of screening a video of up to 30 seconds (method to be defined)
- **Post-event report** provided to the Partner at the end of the Festival
- **Dedicated invitations** for their customers and reserved seats in the hall

(**) For FF outdoor activations, the extra direct costs are covered by the partner - the partner will define the schedule of initiatives in its own space, the content will be shared with the FF Committee and must align with the target audience and the themes of the Fuori Festival and be approved in advance by the FF Committee.

Up to 4 events by the partner may be listed on the website and marked as official events in the FF schedule.

MAIN PARTNERS

Investment required:
€150,000 net-net + VAT
Excluding any additional activities not
indicated in the proposal

- Possibility of inviting **opinion leaders** to participate in up to **2 panels or round tables** in the Festival schedule (topics and positioning to be defined together with the Scientific Committee)
- **Partner logo visibility:**
 - **10** full-page **print ads** in Il Sole 24 Ore
 - **10 DEM** sent to registered users of .com and 24 Ore Group subscribers
 - **box format banner (300x250)** - approx. 10 million impressions
 - **Set-ups** in the locations and squares where the Festival will take place and all communication materials related to the initiative
- **OUTDOOR ACTIVATION** (basic structures and fittings included) content and space management by the Partner (e.g. product display, Fuori Festival content, etc.)**
- **Promotional video:** possibility of screening a video of up to 30 seconds (method to be defined)
- **Post-event report** provided to the Partner at the end of the Festival
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OFFICIAL PARTNERS

Investment required:
€80,000 net-net + VAT
Excluding any additional activities not
indicated in the proposal

- Possibility of inviting **opinion leaders** to participate in up to **1 panel or round table** in the Festival schedule (topics and positioning to be defined together with the Scientific Committee)
- **Partner logo visibility:**
 - **10** full-page **print ads** in Il Sole 24 Ore
 - **10 DEM** sent to registered users of .com and 24 Ore Group subscribers
 - **Set-ups** in the locations and squares where the Festival will take place and all communication materials related to the initiative
- **Promotional video:** possibility of screening a video of up to 30 seconds (method to be defined)
- **Post-event report** provided to the Partner at the end of the Festival
- **Dedicated invitations** for their customers and reserved seats in the hall

FUORI FESTIVAL PARTNER

Investment required:

€40,000 net-net + VAT

Excluding any additional activities not indicated in the proposal

- **Visibility of the Partner's logo in the main communication of the Festival as a Partner of the Fuori Festival:**
 - **10** full-page **print ads** in Il Sole 24 Ore
 - **10 DEM** sent to registered users of .com and 24 Ore Group subscribers
 - **Set-ups** in the locations and squares where the Festival will take place and all communication materials related to the initiative
- **Post-event report** provided to the Partner at the end of the Festival
- **Activation** opportunities on targets and topics related to the Fuori Festival, **CHOSEN FROM one of these options**:
 - Possibility of inviting opinion leaders to participate in **up to 1 panel in the Festival schedule**
 - **No. 1 indoor or outdoor activity** with the possibility of interaction with the public and product display/activation in a manner to be defined (production costs to be assessed on top) subject to approval by the FF committee.
 - Possibility of **bringing your own content to be included in the Fuori Festival schedule** subject to approval by the FF committee (Production activation (assessed on top) with CTA - 1 POST-EVENT post on 24 ORE EVENTI accounts)
- **Social communication dedicated to the chosen activation** (pre-event post) with CTA - 1 POST-EVENT post on 24 ORE EVENTI accounts)

SUPPORTERS

Investment required:
€25,000 net-net + VAT
Excluding any additional activities
not indicated in the proposal

- **Partner logo visibility:**
 - **10** full-page **print ads** in Il Sole 24 Ore
 - **10 DEM** sent to registered users of .com and 24 Ore Group subscribers
 - **Set-ups** in the locations and squares where the Festival will take place and all communication materials related to the initiative
- **No. 1 exhibition space on the Festival premises with the possibility for interaction with the public and product display in a manner and at costs to be defined**
- **Post-event report** provided to the Partner at the end of the Festival

SUPPORTERS

UN CAFFÈ AL SOLE

Investment required:
€15,000 net-net + VAT
+ product
Excluding any additional activities not
indicated in the proposal

- **Visibility of the Partner's logo in the communication of the Festival together with the other Partners:**
 - **10** full-page **print ads** in Il Sole 24 Ore
 - **10 DEM** sent to registered users of .com and 24 Ore Group subscribers
 - **Set-ups** in the locations and squares where the Festival will take place and all communication materials related to the initiative
- **Visibility of the partner in the space at Piazza Pasi combined with the event UN CAFFÈ AL SOLE**
 - logo on the communication materials of the set-up for the three days during the breakfast event
 - customisation of the event name 'un caffè con ...' or terminology to be defined
 - offer their product, which will be given visibility to be agreed upon
- **Post-event report** provided to the Partner at the end of the Festival