ROAD TO TRENTO 2027

24 ORE Eventi



ROADSHOW PRESENTATION

1 FEBRUARY
4 FEBRUARY

RABAT
CHICAGO

DIGITAL



Road to Trento is the **international roadshow** which, since 2023, has been building up to the **Trento Festival of Economics** and spreading its spirit around the world.

Each stop is hosted at the premises of Italian diplomatic missions abroad and brings together **businesses, institutions, academia and expat communities** to discuss, alongside leading speakers, the **challenges and opportunities of international markets**. The events are aimed at the business community and Italian companies with international interests, as well as foreign firms interested in ‘Made in Italy’ products.

The aim is to **promote Italian economic culture** and strengthen relations with foreign markets, including through **networking opportunities**.

TARGET

MANAGERS, ENTREPRENEURS, SMEs, INSTITUTIONS, PROFESSIONALS

THE ITALY NETWORK AROUND THE WORLD

OBJECTIVES: economic theory in practice

- To develop a **programme leading up to the Festival of Economics** that previews its key issues and enriches its thematic focus
- To create **networking** opportunities for **businesses**, **the research community** and institutional representatives within the framework of the **network of diplomatic missions** and **foreign trade institutes**
- **To analyse international scenarios** and build synergies in response to current and future challenges
- To explore **global investment opportunities**, keeping pace with trends in the **development of local economies**
- To promote **the visibility of Italian businesses** and those of **the host countries by fostering trade between them**

FORMAT

- Conferences organised with the direct involvement of the Italian embassies in the relevant countries, involving local stakeholders from the business and research sectors
- Opportunities for networking and dialogue with the local business community. The institutional and academic networks





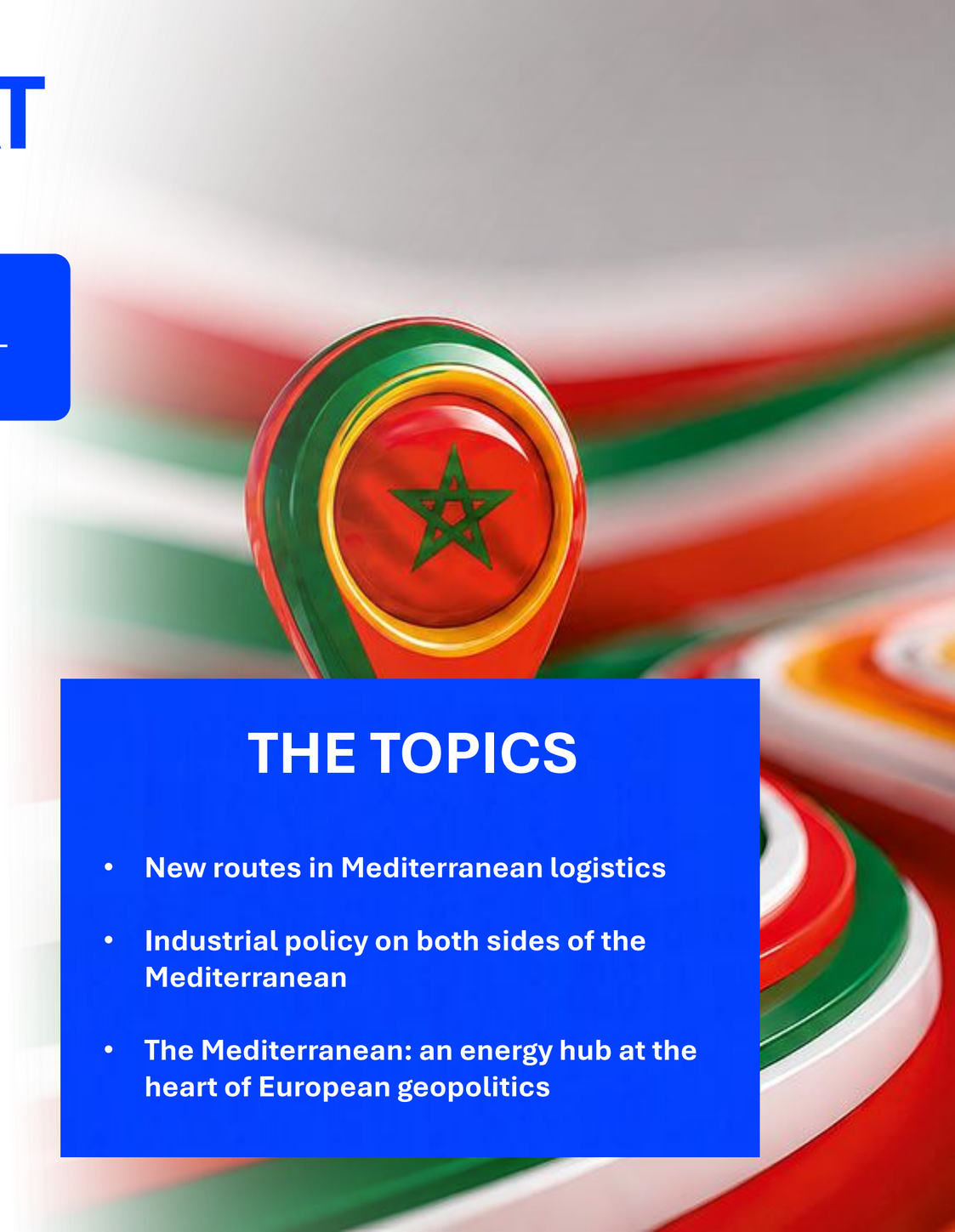
ROAD TO TRENTO - RABAT

1 FEBRUARY | RABAT | DIGITAL

Road to Trento is stopping off in **Morocco** for a meeting dedicated to one of the most profound transformations in the global economy: the **reshaping of trade routes**. The event brings together Italian and Moroccan institutions, businesses and experts to understand how **tensions** along strategic **straits** and **maritime passages** are changing the way **goods move around the world**, and what opportunities this opens up for the two countries.

Morocco offers a unique vantage point. Bordering both the Mediterranean and the Atlantic, just a few kilometres from Europe and facing westwards towards West Africa, it has, in just a few years, become a leading industrial and logistics hub.

The discussion will focus on **points of tension in global trade**, from Hormuz to Gibraltar, and their **impact on costs, lead times and risks for businesses**, alongside **new logistics and energy corridors**, and cooperation between **Italy and Morocco**, and between **Italy and Africa**.



THE TOPICS

- **New routes in Mediterranean logistics**
- **Industrial policy on both sides of the Mediterranean**
- **The Mediterranean: an energy hub at the heart of European geopolitics**

ROAD TO TRENTO - CHICAGO

4 FEBRUARY | CHICAGO | DIGITAL

Road to Trento continues its journey and stops off in **Chicago**. The event, organised in collaboration with the Consulate General of Italy and the Booth School of Business at the University of Chicago, brings together **businesses, universities and institutions** from both countries to discuss how **entrepreneurship and innovation** are **reshaping economic relations** between Italy and the United States.

Chicago is the gateway to the Midwest, a region characterised by a strong manufacturing base, major research centres and an Italian business community with roots stretching back generations. Many Italian companies have chosen the region to manufacture, distribute and expand within the American market. The area's universities are among the places where research is most rapidly transformed into business.

During the event, **business leaders and academics** will share the **experiences of those who have invested overseas**, exploring the benefits this brings to both economies. There will also be a session focusing on **research, technology and the transfer of knowledge** between the two systems.



THE TOPICS

- **Innovation and entrepreneurship as drivers of economic growth between Italy and the US**
- **Research, technology and the exchange of business practices between the two countries**
- **Opportunities for economic development for Italian businesses and how to access the US market**

GENDER EQUALITY

We are the first Italian publishing group to have obtained **Gender Equality certification** in accordance with **UNI/PdR 125:2022**.

This milestone was achieved in **2026** thanks to a significant shift in our corporate culture towards a more sustainable and inclusive approach.

This commitment is reflected in the way we organise the programmes for all our events.

25% WOMEN SPEAKERS

10% UNDER 50 SPEAKERS







CONCEPT & FORMAT

Event **streamed live**. The programme will feature a mix of individual presentations, research presentations, round-table discussions, and any remote or pre-recorded contributions. A **Q&A session** may be included.

DIGITAL

Digital event: accessible via the platform.
User registration is required.The event can be viewed on demand on the dedicated landing page.

Duration: 3 hours



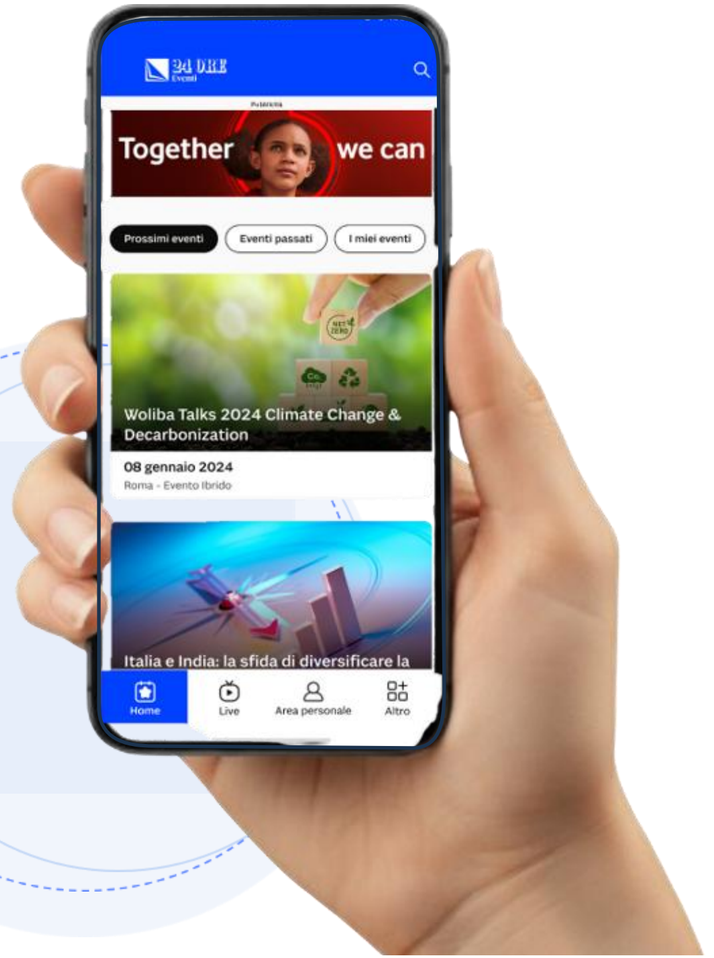
AN INTERACTIVE EXPERIENCE

Through streaming digitisation and with a director coordinating the speeches, live events can be **transformed into interactive streaming events.**

Event registrants will have access to a section/entry page with a customised player to enjoy a cross-screen and cross-device video stream, with real-time optimisation on the content display.

The streaming format will allow the scheduled insertion of video material and detailed images of the speakers' speeches.

Added to this is the possibility of introducing **live surveys**: the audience will be able to participate in real time and answer directly through the dedicated app, making the**experience even more dynamic and engaging**.



KEY BENEFITS

Simultaneous connection of **thousands of users**

Connection for **remote speakers** wherever they are (Italy/abroad)

inclusion of **Q&A sessions** (moderated chat)

WE MAKE EVERY EVENT UNIQUE

Filming with **HD cameras, guaranteed by the director**

Opportunity for **interaction with remote audiences** (e.g. polls)



Possibility to connect **guests remotely** via a platform

Guests accompanied on stage by **graphics** and background music

Opening **theme** song of the programme

Partner logo video displayed in the waiting room

Setting up a **set** at the chosen location

COMMUNICATION CAMPAIGN

WEB & DIRECT MARKETING*

Dedicated **landing page** on the website
24oreventi.ilsole24ore.com

No. 3 Direct E-Mail Marketing (DEM) with a profiled target from the Il Sole 24 Ore database

BANNER CAMPAIGN*

MPU Box on the website
www.ilsole24ore.com
Box Format (300x250)
Duration: **1 week before the event**

PERMANENT POSITIONS ON .COM

Leaderboard GIF or JPEG format (728x90)
ROS on the website www.ilsole24ore.com

Manchette on the homepage
www.ilsole24ore.com

PRESS*

2 advertisements in Il Sole 24 Ore
Half-page format (60 modules, 312x222)



*Materials where the partner logo will be displayed

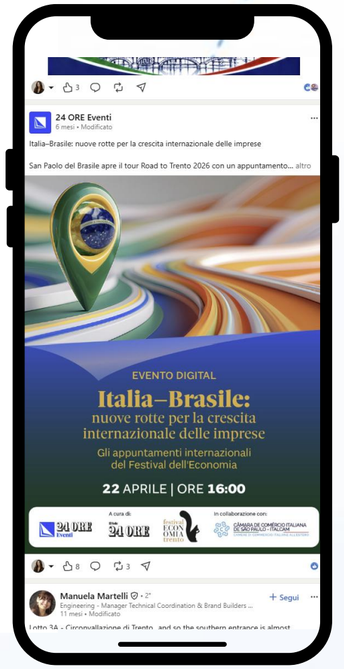
SOCIAL MEDIA COMMUNICATION

A four-week organic and sponsored campaign, featuring a strategic selection of the social media channels best suited to the event's target audience, to maximise the visibility of the message and optimise its reach and effectiveness

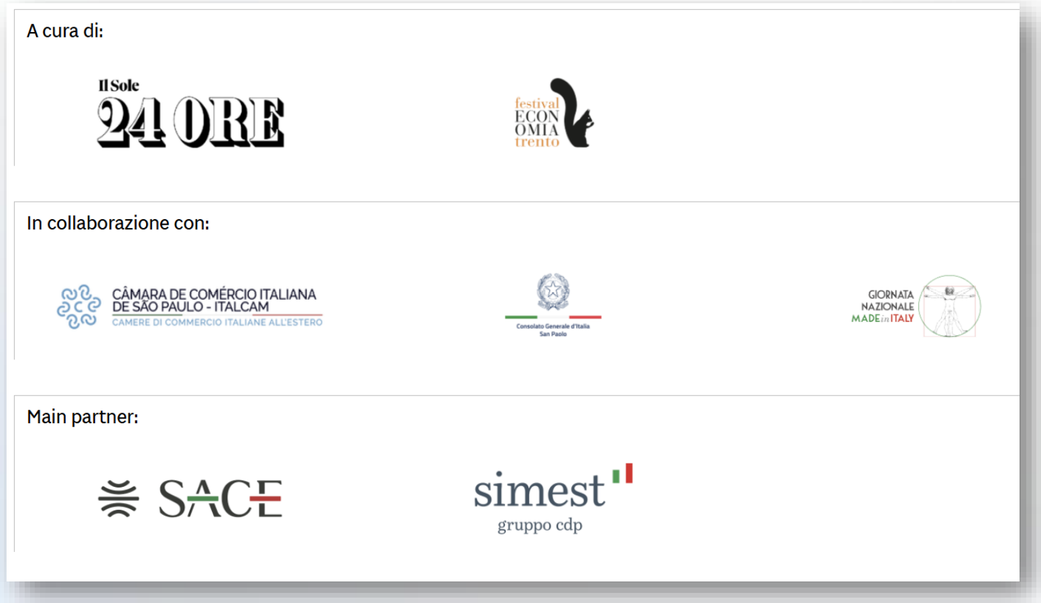
LAUNCHES

PRE-EVENT

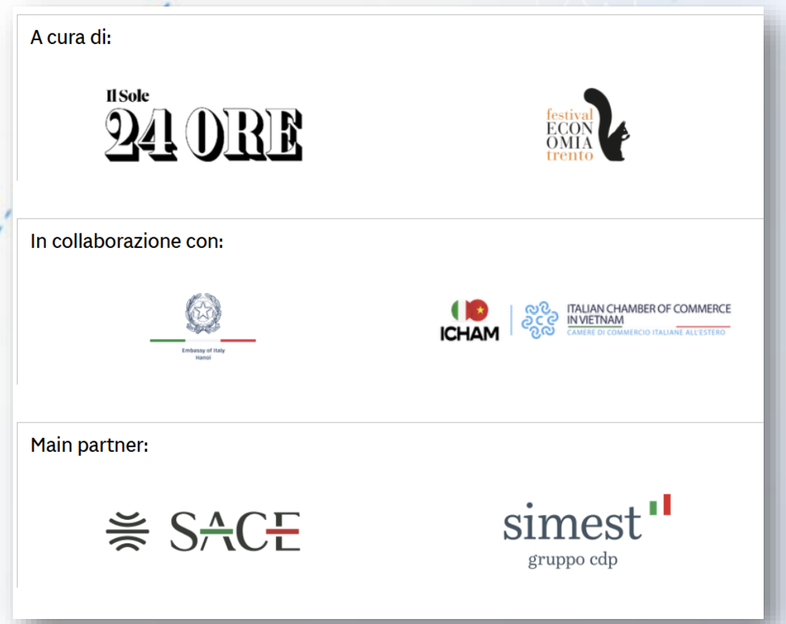




2026 EDITION
THE PARTNERS



BRAZIL



VIETNAM

POST-EVENT VISIBILITY /1

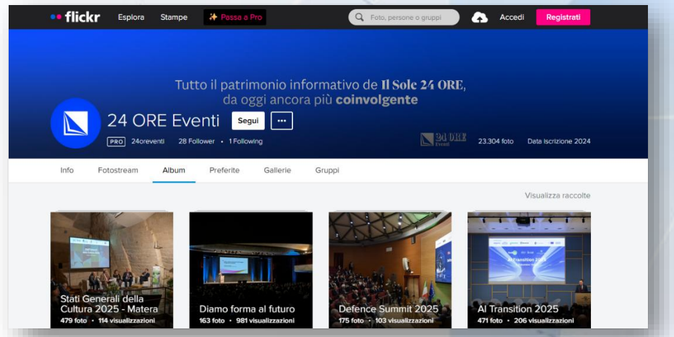
The full video of the event will be available:

- within the **events area** in the video section on the website ilsole24ore.com
- on the event landing page on the website **24oreventi.ilsole24ore.com**
- inside the event page, in the **‘videos and photos’ section** of our **24 ORE Eventi app**



FLICKR

On the event page, in the **“videos and images” section**, there will be a link to the Flickr platform containing all the available photos.



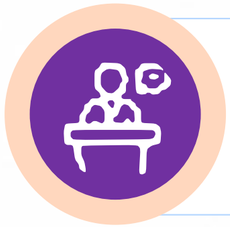
PARTNER

FOR A SINGLE STOP

INVESTMENT REQUIRED

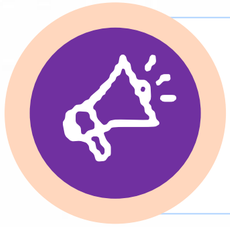
€30.000 net net

Any additional activitiesnot specified in the proposal are excluded



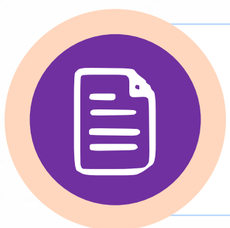
SPEECH

one-to-one session by a partner representative



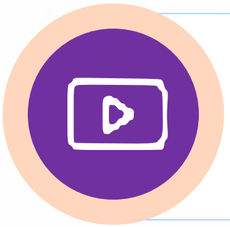
LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



INFORMATION MATERIAL

download of partner material from the event landing page



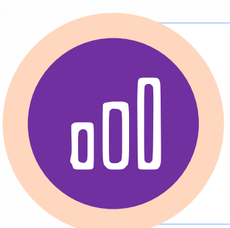
PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations



POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

KEY PERFORMANCE INDICATORS



SUBSCRIBERS

Number of **users subscribed** at the event



PARTICIPANTS

Number of **users connected** during the event



LEAD

File containing the **leads** that gave consent to the transfer of data to the event partner