



24 ORE
EVENTI

24 ORE EVENTI

PUBLISHING INITIATIVES 2025



24 ORE EVENTI

WHO WE ARE

24 ORE Eventi is the Company of the **24 ORE Group** that designs and creates events to meet the needs of customers and disseminate the information assets of Il Sole 24 ORE.

The various initiatives originate from constant internal discussions with the different elements of the Group, such as Editorial and Marketing, as well as cues and stimuli from the market.

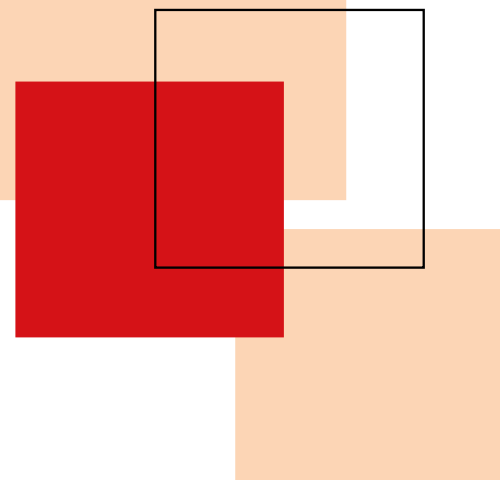
There are **conventions** and **major events** moderated by **the** 24 ORE Group journalists but also tailor-made projects designed and created to **meet the needs** of different targets, both BTB and BTC.

The 24 ORE Eventi offer suggests **different format types**: from full digital initiatives (Interactive 24 and Live Streaming 24) to in-person events (Live Event), as well as hybrid solutions (Live & Digital) where the physicality of the traditional event is combined with the virtual nature of the online event.



Il Sole

24 ORE



GENDER EQUALITY

25%
*FEMALE
SPEAKERS*

10%
*SPEAKERS
UNDER 50*

We are the first Italian publishing group to be **certified on Gender Equality** according to UNI/PdR 125:2022.

This milestone was achieved thanks to a significant shift in corporate culture towards a more sustainable and inclusive perspective.

This commitment is confirmed in the design of the programmes for all our events.





THE NUMBERS OF 2024

120
ORGANISED
EVENTS

BEYOND
220
SPONSORS

BEYOND
780K
PARTICIPANTS

BEYOND
1,820
SPEAKERS

BEYOND
30K
INTERACTIONS
ON SOCIAL
MEDIA

BEYOND
110K
REGISTERED
USERS

MANY MODALITIES INCLUDING
CHOOSE

PRODUCTS

FORMATS

SUMMIT
ROADSHOW
TAILOR-MADE
TOPICS

LIVE
DIGITAL
(LIVE STREAMING 24
AND INTERACTIVE EVENT 24)
LIVE & DIGITAL



PRODUCTS

CHOOSE THE BEST FOR YOU

SUMMIT

Vertical annual conferences for the **reference market** with the aim of creating an **interactive comparison** on **economic and market trends**, and on **strategies for growth** and **change**.

ROADSHOW

Touring events aimed at engaging local business communities with related topics.

- opportunities for **networking**
- **plenaries** with institutions and houses
- **workshops** at the discretion of partners

TAILOR-MADE

Co-branded events with **customisation of content** and **speakers, ad-hoc created multimedia communication campaigns**.

Events that can be held in the territory in the form of **roadshows**. Possible **WEB CONFERENCES** (advanced webinars) on vertical topics.

TOPICS

Events designed around **themes of topical issues** and with **strong informative relevance** to convey **immediate content** to the audience, thus enabling partner companies to increase their visibility to their target audience.

FORMATS

MANY WAYS TO BE THERE



LIVE

LIVE EVENTS

in-person events organised at a location with a moderator, speakers, and participants present in the room

INTERACTIVE EVENT 24

INTERACTIVE EVENT 24

full-digital event which, with the help of a platform and a virtual control room, manages the interventions of the moderator and speakers, who are all connected remotely

LIVE STREAMING

LIVE STREAMING 24

events broadcast live from locations or TV studios where the moderator and presenters can speak in person or remotely

LIVE AND DIGITAL

LIVE & DIGITAL

events that combine the livestreaming with an in-person audience, thus ensuring the exchange of content, networking and engagement between different types of participants

OUR TARGET

55%

Decision makers
(Managers/CEOs/
Executive Managers)

43%

Loyalised users
registered for 3 or
more events per year

44%

Female audience



72%

Target Businesses
Finance and industry
sector



WHAT'S NEW



24 ORE EVENTI APP

The new **exclusive** platform

Fast and smooth access to all appointments. You can follow Events from the comfort of your smartphone, wherever you are.



● **Personal Area**

tracking your involvement in events is now quicker and more straightforward.

● **Push Notifications**

to receive service information or to be notified of any event modifications

● **Creating a virtual ticket**

with QR Code to skip the queue at the entrance



THE CALENDAR 2025

2025

JANUARY

30 January

Road to Trento -
NEW YORK

FEBRUARY

13 February

Road to Trento -
PARIS

2nd FITI - International
Forum of
Italian Tourism - Liguria

20 February

6th Welfare & HR Summit

MARCH

26 March

7th Real Estate &
Finance Summit

APRIL

1 April

5th Merger &
Acquisition Summit

NEW 3 April

Energy transition
and the nuclear industry

15 April

7th INNOVATION
DAYS - Lombardy

16 April

2nd FITI - International
Forum of
Italian Tourism - Tuscany

22 April

Green Tech Talk

2025

MAY

7 May
16th Luxury Summit

NEW
8 May
Defence Summit

22 - 25 May

**XX TRENTO
ECONOMY
FESTIVAL**

JUNE

17 June
4th Investing in Rome

NEW
18 June
Geopolitics Forum

NEW
19 June
Water Summit

24 June
7th INNOVATION
DAYS - Veneto

NEW
25 June
Logistics Day

26 June
2nd Credit Management
Summit

JULY

8 July
2nd Payments
Summit

9 July
4th Sea Economy

15 July
3rd Agrifood Summit

SEPTEMBER

NEW
18 September
Licensing Day

23 September
7th INNOVATION
DAYS - Tuscany

2025

OCTOBER

1 and 2 October

25th Italian Energy Summit

1 October

2nd Italian Pet Summit

7-8-9 October

6th Made in Italy Summit

14 October

2nd Job Evolution Summit

General State of Culture - (tbd)

21 October

7th INNOVATION DAYS - Puglia

22 October

5th Sustainability Forum

General State of Culture - Palermo

24-25 October

Open Innovation Summit

NOVEMBER

4 November

7th INNOVATION DAYS - Emilia Romagna

General State of Culture - Turin

11 November

6th Investing in Milan

13 November

27th Insurance Summit

18 November

3rd Women At the Top

19-20 November

2nd AI Transition

25 November

7th INNOVATION DAYS - Lazio

27 November

14th Healthcare Summit

DECEMBER

1 December

Global Inclusion



3 December

Government Agenda

THE ROUTES



ROAD TO TRENTO

**INTERNATIONAL FORUM OF
ITALIAN TOURISM**

INNOVATION DAYS

STATI GENERALI DELLA CULTURA

ROAD TO TRENTO

THE INTERNATIONAL EVENTS OF THE ECONOMICS FESTIVAL



The 2025 stopovers:
NEW YORK - 30 JANUARY
PARIS - 13 FEBRUARY

LIVE  STREAMING

TARGET

THE ITALIAN BUSINESS COMMUNITY
IN THE WORLD,
ITALIAN COMPANIES WITH FOREIGN
BRANCHES,
COMPANIES INTERESTED IN NEW
INVESTMENTS

The **international roadshow "Road to Trento"** coordinated in partnership with Italy's diplomatic offices overseas, is making its comeback.

Platforms for dialogue and venues for global collaboration among companies and institutions.

The journey towards the 2025 Festival will make stops in France, at the Italian Embassy in **Paris**, and in **New York**, at the headquarters of Italy's Permanent Mission to the United Nations.

From **design**, a symbol of Made in Italy excellence worldwide, to **artificial intelligence** and its ethical-political governance, this marks a new chapter in the internationalisation of one of the most prominent events in the Italian cultural landscape.

ROAD TO TRENTO

THE 2025 STOPOVERS



NEW YORK

30 JANUARY 2025



PARIS

13 FEBRUARY 2025



INTERNATIONAL FORUM OF ITALIAN TOURISM

Fiti

FORUM INTERNAZIONALE
DEL TURISMO ITALIANO

TARGET

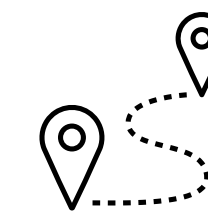
NATIONAL AND LOCAL
INSTITUTIONS, HOTELS, TOURISM
BODIES, LOCAL AND NATIONAL
MOBILITY, CULTURAL
ASSOCIATIONS, MUSEUMS AND
MUSEUM CENTRES, COMPANIES,
OPERA HOUSES, ENTREPRENEURS,
THE SPORTS SECTOR, TERRITORIAL
MARKETING AGENCIES

THE 2024 EDITION

1,635
2,200*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
ilsole24ore.com homepage



The 2025 stages:

GENOA - FEBRUARY
FLORENCE - 16 APRIL

• **LIVE** AND DIGITAL

The **International Forum of Italian Tourism** creates opportunities for dialogue among key figures from the economic sector, national and local institutions, and industries intimately linked to tourism.

Now in its second edition, this comprehensive itinerary of major events serves as a valuable resource to track and understand the **evolution of tourism in Italy** year after year.

The key themes explored in this travelling project will focus on **Italy's exquisite landscapes, rich cultural heritage, and superior accommodation services.**

24ORE
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24 ORE
EVENTI

Fit.

FORUM INTERNAZIONALE
DEL TURISMO ITALIANO

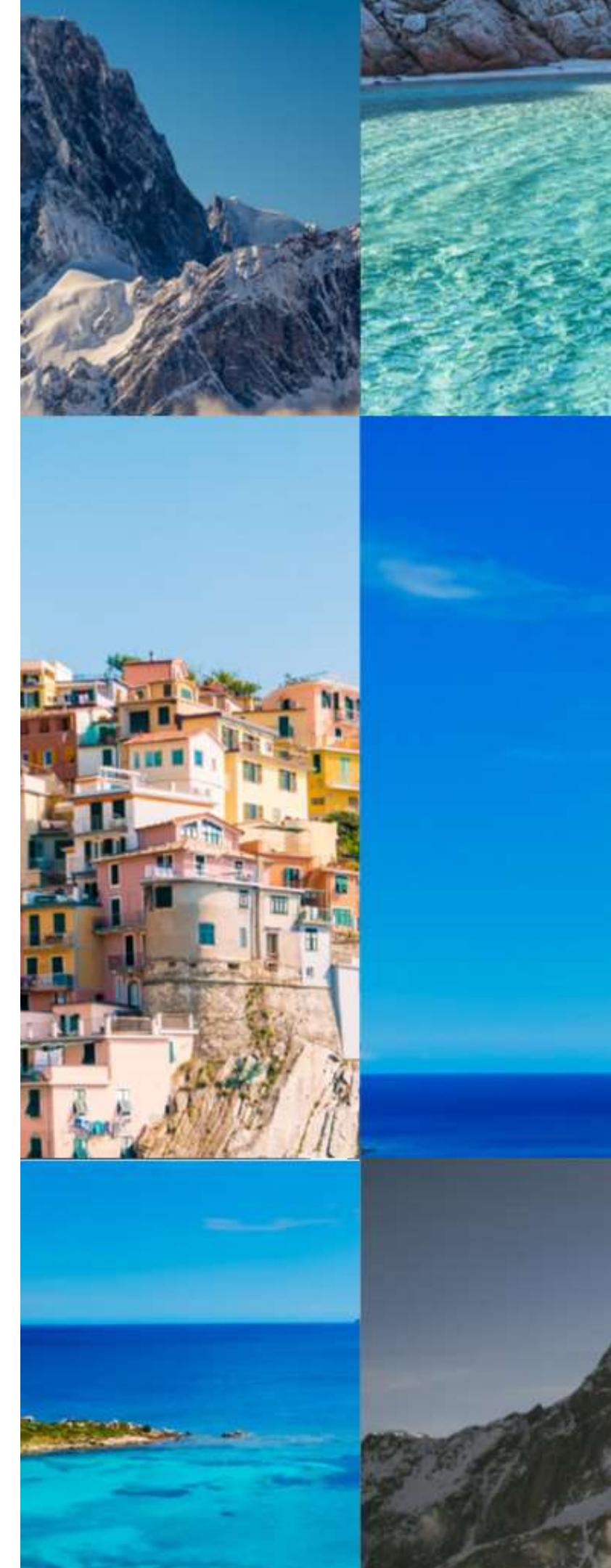
THE 2025 STOPOVERS

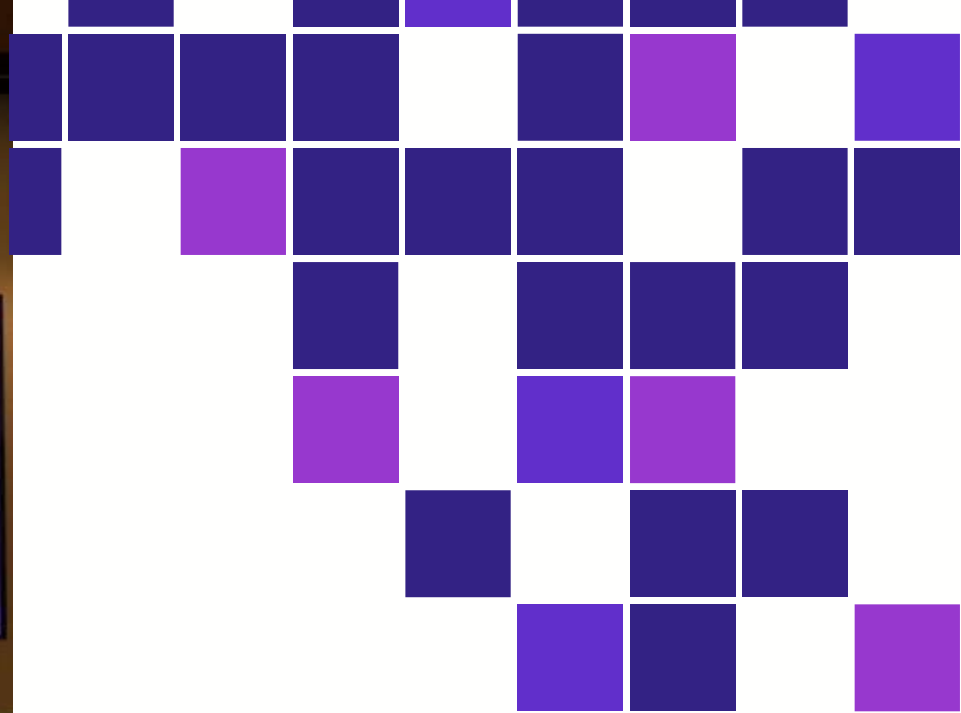


GENOA



FLORENCE





WELFARE & HR SUMMIT



20 FEBRUARY 2025



MILAN

LIVE AND DIGITAL

TARGET

GD, PERSONNEL/HR DIRECTORS, HR DEVELOPMENT DIRECTORS, HEADS OF PERSONNEL MANAGEMENT, TRADE UNION AND INDUSTRIAL RELATIONS OFFICERS, LABOUR CONSULTANTS, LABOUR LAWYERS

THE 2024 EDITION

1,700
1,100

REGISTERED USERS
PARTICIPANTS

Developed in close synergy with the editorial office of Sole 24 Ore Norme & Tributi, Welfare & HR Summit is the event dedicated to **workplace organisation and human resources management**.

An appointment that helps Italian companies to identify the ongoing transformations and to effectively navigate **new laws, market trends** and **international guidelines**.

Institutions and enterprises will engage in discussions about the most relevant public interest subjects, including the digital transition and regulations related to the new Financial Law, which will subsequently be examined in depth with industry experts.

REAL ESTATE & FINANCE SUMMIT



26 MARCH 2025



MILAN

LIVE AND DIGITAL

TARGET

CIOs, CTOs,
MANAGING DIRECTORS,
ENTERPRISERS

THE 2024 EDITION

1,200
900*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
[ilsole24ore.com](https://www.ilsole24ore.com) homepage

The **Real Estate & Finance Summit** returns to **Milan** for its seventh edition.

High-level meetings attended by professionals from the real estate and financial sector aimed at promoting discussions and in-depth analysis of **economic patterns** and real estate market trends, along with forecasts and expectations for the coming years.

Many thematic focuses: from **credit market developments** to **interest rates**, from the effect of the **ECB's anti-inflation** policy to major urban, social and environmental redevelopment projects.

New trends in real estate will also be discussed: co-living, co-housing and Social Housing.

MERGER & ACQUISITION SUMMIT



1 APRIL 2025



MILAN

• LIVE AND DIGITAL

TARGET

BANKS AND PRIVATE EQUITY FUNDS, PRIVATE DEBT, CORPORATE INVESTMENT BANKING / FAMILY OFFICERS, LARGE CONSULTING COMPANIES, INSURANCE COMPANIES, BROKERS, LUXURY SECTOR, IT SECTOR, CYBERSECURITY & INVESTIGATION SECTOR

THE 2024 EDITION

1,230 REGISTERED USERS
OVER 1,000* PARTICIPANTS

*Also broadcast on the
ilsole24ore.com homepage

Extraordinary finance instruments are now **ordinary elements** within corporate strategy.

Mergers and acquisitions, known by the abbreviation M&A, represent a key moment in the process of corporate metamorphosis and evolution.

M&A Summit 2025 by Il Sole 24 Ore, now in its fifth edition, represents the annual opportunity to reflect on **market trends** and to create **discussion tables** thanks to the contribution of leading industry players, entrepreneurs, investment bankers, lawyers, private equity operators, and consultants.

NEW



TARGET
CEOs, GMs, COMMERCIAL DIRECTORS, STRATEGIC PLANNING MANAGER, BUSINESS DEVELOPMENT MANAGERS, ENERGY MANAGERS

ENERGY TRANSITION AND THE NUCLEAR INDUSTRY



3 APRIL 2025



MILAN

LIVE AND DIGITAL

In a context of increasing attention to environmental sustainability, an important role can be played by **nuclear energy**.

During the conference, the various scenarios surrounding the **reintroduction of nuclear power** will be analysed, considering the various **economic, political and technical challenges**. A special focus will be paid to the possible **benefits for Italian companies**, considering the increasingly scarce availability of natural resources and the growing demand for energy.

Key representatives from institutions, the university and research world and other industry players will be present.

INNOVATION DAYS

THE ROADSHOW IN THE ITALIAN REGIONS

The 2025 stages:



LOMBARDY - 15 APRIL

VENETO - 24 JUNE

TUSCANY - 23 SEPTEMBER

PUGLIA - 21 OCTOBER

EMILIA ROMAGNA - 4 NOVEMBER

LAZIO - 25 NOVEMBER



TARGET

MANAGERS, ENTREPRENEURS, SMEs,
INSTITUTIONS, PROFESSIONALS

THE 2024 EDITION

2,106
938

REGISTERED USERS
PARTICIPANTS

Seventh edition for the roadshow that criss-crosses the Italian regions promoting **sustainable business innovation**, starting with **SMEs**, and **business networking** between partners and local industry.

The focus is on **growth-enhancing technologies**, the need for **personnel trained** in their use, the advantages of renewable energy, and **public and private support** for those who want to innovate and expand into international markets.

The plan foresees a route with at least six stopovers and an audience in attendance, moderated by Il Sole 24 Ore journalists.

INNOVATION DAYS

THE 2025 STOPOVERS



BRESCIA



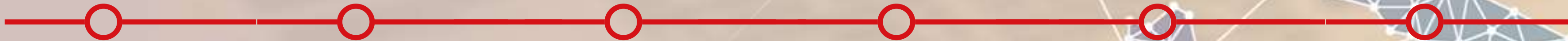
FLORENCE



IMOLA



ROME



VERONA

BARI



GREEN TECH TALK



22 APRIL 2025

 VIDEOPODCAST

TARGET

CEOs, GMs, CFOs, HR MANAGERS,
BUSINESS DEVELOPMENT
MANAGERS, MARKETING
DIRECTORS, PRODUCTION
MANAGERS, ENERGY MANAGERS

Technology at the service of sustainability. This is the focus around which the **four episodes of Green Tech Talk, an innovative video podcast series,** will revolve

In each episode, lasting approximately 20 minutes each, a representative of the institutions, a senior corporate figure and an opinion leader will discuss their industry of reference to analyse **the role of technology,** examine the prospects and identify the **developments necessary** for the growth of the sector and the entire country system.

LUXURY SUMMIT



7 MAY 2025



MILAN

• LIVE AND DIGITAL

TARGET

CEOs, GMs, COOs, CFOs,
IT DIRECTORS/CIOs/CTOs,
MARKETING DIRECTORS,
COMMERCIAL DIRECTORS,
RETAIL MANAGERS,
BUSINESS DEVELOPMENT
MANAGERS, BUYERS

THE 2024 EDITION

1,140
1,200*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
[ilssole24ore.com](https://www.ilssole24ore.com) homepage

The exclusivity of luxury lies in the **quality of** the product. And quality can only be achieved through **sustainable** production.

This will be the heart of the 2025 edition of the **Luxury Summit**, the traditional Sole 24 Ore event dedicated to the world of luxury in all its facets.

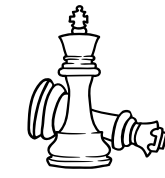
With the contribution of **major international fashion houses** and the **excellence of Made in Italy**, but also of the **new generation of luxury**, Italian and international experts and our institutions.

NEW



TARGET

INSTITUTIONS, PA, UNIVERSITIES,
RESEARCH INSTITUTES, INDUSTRY,
CONSULTANCY COMPANIES,
TECHNOLOGY COMPANIES
FUNCTIONS: CEOs, INSTITUTIONAL
REPRESENTATIVES, EXECUTIVES,
ANALYSTS



DEFENCE SUMMIT

DEFENCE AND INTERNATIONAL COOPERATION



8 MAY 2025



ROME

LIVE AND DIGITAL

"The culture of Defence embodies the fundamental principle of democratic culture," explained the Minister of Defence, **Guido Crosetto**, referring to an international context in which peace is far from certain.

On this assumption rest the foundations of the first edition of the **Defence Summit**, in which we will involve the major Italian and international players in the sector, from political decision-makers to representatives of the leading companies.

In addition to scenario-focused discussions on the **economic value** of the Italian Defence industry and beyond, our main topics will be the **technological evolution** driven by Artificial Intelligence and the necessity for **cybersecurity** in both public and private sectors.

TRENTO ECONOMICS FESTIVAL

20th EDITION



22-25 MAY 2025



THE 2024 EDITION

OVER 330 SCHEDULED APPOINTMENTS

OVER 40,000 PARTICIPANTS IN ATTENDANCE

OVER 40,000 USERS CONNECTED TO FOLLOW THE LIVE BROADCASTS AND VIDEO ON DEMAND ON THE ECONOMY FESTIVAL WEBSITE

MORE THAN 600,000 USERS REACHED BY LIVE STREAMING ON ILSOLE24ORE.COM

MORE THAN 7.4 MILLION USERS REACHED BY FESTIVAL AND OUT-OF-FESTIVAL COVERAGE ON THE 24 ORE GROUP'S SOCIAL CHANNELS

The Trento Economics Festival, now in its 20th edition and scheduled to take place from **22 to 25 May 2025**, continues its commitment to **analyzing** the **challenges** posed by a **global landscape** marked **by high complexity and uncertainty**, offering solutions and insights.

Many **risks and choices** lie ahead, with significant impacts on Europe. These **critical topics** will be the focus of debate among some of the brightest minds in the **economic, academic, and political** spheres, both nationally and internationally.

Keynotes, Lectio Magistralis, TED and **panels** are just some of the formats that will bring the city to life during the event, interspersed with networking opportunities, concerts, live shows, workshops, and activities for children.





TARGET

**FINANCE, REAL ESTATE, BANKING
AND INSURANCE,**

**FUNCTIONS:CEO, CIO, FOUNDER,
PARTNER, MANAGING DIRECTOR,
ESG MANAGERS**

INVESTING IN ROME



17 JUNE 2025



ROME

LIVE AND DIGITAL

ROME, the Serie A of the World Capitals as it was defined by Mayor Roberto Gualtieri during the second edition of Investire in Roma, is facing the major test of the 2025 Jubilee. In the presence of real-estate experts and institutional guests during the third edition of **Investire in Roma**, we will outline the situation of the real-estate market, the state of the art of the maxi 'Caput Mundi' regeneration plan (with 335 interventions) defined with PNRR funds, and the 87 works - for a total funding of 1.8 billion - resulting from Jubilee resources. The discussion will cover environment and territory, redevelopment and enhancement, with a focus on the situation of urban and suburban areas and their reconnection. Ample room will be dedicated to the **luxury and hotel segments** as well, which are appealing to the eyes of new Italian and foreign investors.

NEW



GEOPOLITICS FORUM

WARS AND NEW BALANCES: MAPS FOR UNDERSTANDING THE WORLD



18 JUNE 2025



MILAN

LIVE AND DIGITAL

TARGET

INSTITUTIONS, DIPLOMACIES,
INTERNATIONAL RELATIONS,
FOREIGN OFFICES
INTERNATIONAL COOPERATION
SME WITH INTERNATIONAL TRADE,
COMPANIES WITH FOREIGN OFFICES

In a rapidly changing and highly unstable world, strategic political relations become of paramount importance to maintain global order and peace. An insecurity on multiple fronts is highlighted, notably in **political-strategic** and **economic-financial** areas.

This strong perceived insecurity at all levels increases the generalised need for protection. A close look must be paid to countries such as **China, India** and **Africa**.

What are the opportunities and hidden potential of the African continent? What are the main transformations taking place? To what extent are Italian SMEs ready to compete in international markets at this stage? Institutions, academics and industry experts will address these among many other topics.

NEW

WATER SUMMIT **RESOURCE OF THE FUTURE**



19 JUNE 2025



MILAN

LIVE AND DIGITAL

TARGET

**PUBLIC AND PRIVATE UTILITIES,
NATIONAL INSTITUTIONS,
LOCAL INSTITUTIONS,
ENERGY (GAS, ELECTRICITY,
RENEWABLES) AND
INFRASTRUCTURE COMPANIES**

Sustainable management of water resources in a changing scenario.

Representatives of politics, technicians, and experts in the sector will discuss with the **main Italian and European players in the water service** the infrastructural and financial investments needed to **protect the resource**, climate change adaptation policies, and finally the digitisation of the integrated water service, purification, and the changes expected by the new European Commission.

NEW



TARGET

PEOPLE WORKING IN LOGISTICS,
TRANSPORTATION, IT DIGITISATION,
LABOUR CONSULTANTS,
ACCOUNTANTS, LAWYERS, CEO & HR

LOGISTICS DAY



25 JUNE 2025



MILAN

LIVE AND DIGITAL

Italian logistics is a constantly growing and transforming sector whose importance for the country became apparent during the Covid-19 pandemic and the conflicts in Ukraine and the Middle East. The event aims to examine the trends and challenges that the sector is currently facing and will face in the future within a geopolitical context that combines ongoing conflicts with the new customs policy introduced by Donald Trump's USA. Particular attention will be paid to **technological innovation, Artificial Intelligence** above all, as a support for companies to counter rising costs and optimise processes, compliance with **ESG parameters** now required by law, **staff shortages** and **workforce management and training**. Finally, an in-depth examination of the various **regulatory frameworks governing the sector** will be undertaken, starting with the Logistics Contract.

CREDIT MANAGEMENT SUMMIT



26 JUNE 2025



MILAN

• LIVE AND DIGITAL

TARGET

BANKING/FINANCIAL INSTITUTIONS,
BANKS AND PRIVATE EQUITY
FUNDS, CONSULTING FIRMS,
PROFESSIONAL FIRMS, NPL / UTP
MANAGERS, DEBT COLLECTION
MANAGERS, CREDIT MANAGERS,
HEADS OF PORTFOLIO
MANAGEMENT,
HEADS OF RESTRUCTURING,
HEADS OF REAL ESTATE

THE 2024 EDITION

883
1,270*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
ilsole24ore.com homepage

Second edition of **Credit Management Summit**, an event by **Il Sole 24 Ore** whose main objective is to analyse the health of the **impaired credit** industry.

Utp, Npl, Stage 2 and performing loans are the focus of attention in an industry that is evolving rapidly and adapting to market challenges in order to remain competitive. The conference will feature contributions from all **industry players: from servicers to banks**, from investors to the **legal world** to technology and service providers.



TARGET

BANKS, FINANCIAL COMPANIES,
FINANCIAL SECTOR EMPLOYEES,
FINANCIAL ADVISORS AND
PROMOTERS, MANAGERS, LAWYERS,
BIG TECH, START-UPS AND
COMPANIES, STUDENTS,
CONSUMERS

THE 2024
EDITION

823 REGISTERED USERS
972 PARTICIPANTS

PAYMENTS SUMMIT



8 JULY 2025



MILAN

• LIVE AND DIGITAL

For payment processors in the commercial sector, too, change is conditioned by many factors and the pace of this **change** is **accelerating**. Artificial intelligence and other emerging technologies offer both opportunities and threats, and it is therefore necessary to understand how **innovation** and **security** can be combined, thus creating new business opportunities.

What will be the future of digital payments, and what are the opportunities and risks for the consumer? These questions will be the focus of the second edition of **Il Sole 24 Ore** 's **Payments Summit**.



SEA ECONOMY



9 JULY 2025



GENOA

LIVE AND DIGITAL

TARGET

PORT AUTHORITIES,
LOGISTICS,
SHIPOWNERS, TOURIST SECTOR,
REAL ESTATE SECTOR,
ENERGY SECTOR,
SHIPBUILDING SECTOR,
INFRASTRUCTURE, AND BOATING
SECTOR

THE 2024 EDITION

4,120
685*

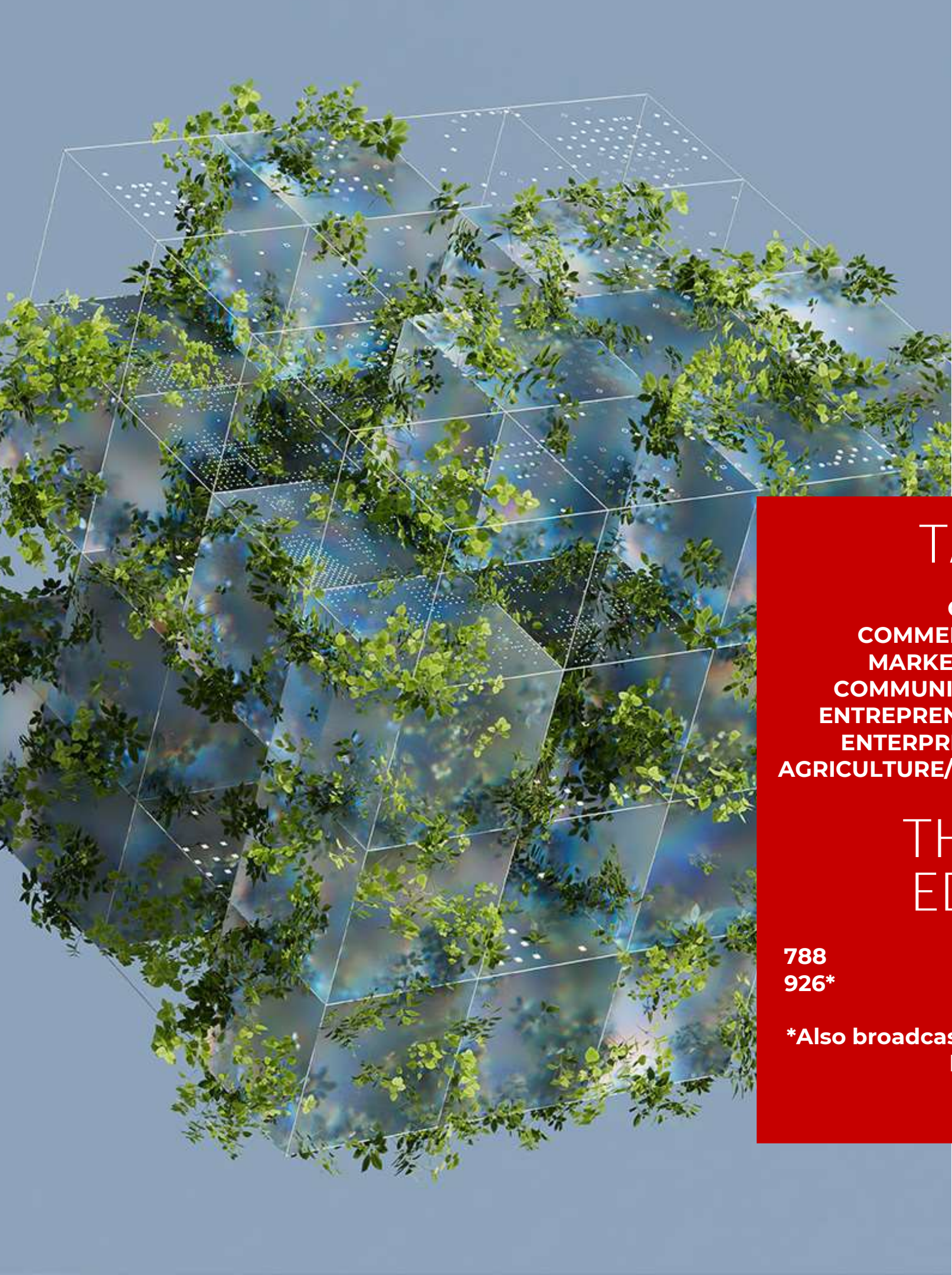
REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
ilsole24ore.com homepage

From shipbuilding to shipping, **the maritime industry** is a **strategic asset** of our economy. But one cannot ignore the other **resources** that the Mare Nostrum offers our country: **tourism**, trade, **fishing**.

But to make the Italian sea economy a **blue economy** model, everything needs to be framed in a perspective of **sustainability**, in which entrepreneurial activities respect the **biodiversity** of waters and seabeds.

This will be discussed in **Economia del Mare 2025**, the fourth edition of the event dedicated to sea economy.



AGRIFOOD SUMMIT



15 JULY 2025



TARGET

CEOs, GMs,
COMMERCIAL DIRECTORS,
MARKETING DIRECTORS,
COMMUNICATION DIRECTORS,
ENTREPRENEUR AND OWNER OF
ENTERPRISES IN THE SECTOR
AGRICULTURE/WINE-GROWING SECTOR

THE 2024 EDITION

788
926*

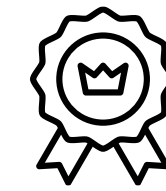
REGISTERED USERS
PARTICIPANTS

*Also broadcast on the [ilsole24ore.com](https://www.ilsole24ore.com)
homepage

Innovate and **renew**: this is the key to ensuring that our agriculture remains competitive on the international market. This will be the main theme of the traditional Sole 24 Ore event dedicated to the **agricultural supply chain**.

Companies, experts, and institutions will discuss what **the future of the sector** is, in which direction we need to move in order to grow one of our excellences, and how to bring 'back to the land' professionalism and **skills** while also creating **new job opportunities**.

NEW



LICENSING DAY

AN EVOLVING MARKET



18 SEPTEMBER 2025



MILAN



TARGET

LEGAL AND PROFESSIONAL FIRMS,
COMMUNICATION AGENCIES,
MARKETING OFFICES, BRAND
MANAGERS

Under the watchful eye of the European Union, which with ever new and updated regulations protects the rights of citizens, companies and individual member states, and supports national laws, **the licensing market is constantly evolving.**

How to navigate between brand registrations, intellectual property protection, anti-counterfeiting laws? This will be discussed at this special event, dedicated to the **legal aspects of local and international licensing**, organised by Il Sole 24 Ore as part of the 19th edition of Milano Licensing Day, a reference event for all licensing professionals.



TARGET

ASSOCIATIONS,
ORGANISATIONS AND CULTURAL
INSTITUTIONS,
PUBLIC ADMINISTRATIONS,
SUPERINTENDENCIES,
MUSEUMS, MUSEUM CENTRES
AND GALLERIES, AUCTION HOUSES,
BANKING FOUNDATIONS,
PRIVATE ENTERPRISES

THE 2024 EDITION

3,380 REGISTERED USERS +
STUDENTS
14,100* PARTICIPANTS

*Also broadcast on the
[ilssole24ore.com](https://www.ilssole24ore.com) homepage

GENERAL STATES OF CULTURE



The 2025 stages:
TO BE DEFINED - OCTOBER
PALERMO - OCTOBER
TURIN - NOVEMBER

• LIVE AND DIGITAL

Thirteen years after the launch of Sole 24 Ore's Manifesto for Culture, the **Stati Generali della Cultura** continue their journey through the main trends and challenges affecting the cultural industries.

After an edition that in 2024 saw the event stop off for **the first time in Southern Italy**, with a date at the **Teatro Massimo in Palermo** - one of the largest opera houses in Europe - the thematic focuses on **publishing, communication and media, music, cinema, and television** are back, aiming to analyse the prospects of a strategic sector for the country.

The specific focus remains on the **confrontation between private stakeholders and public institutions** to discuss development strategies and trajectories of transformation of the ways in which **cultural venues are used**.

ITALIAN ENERGY SUMMIT



1-2 OCTOBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

CEOs, GMs, COMMERCIAL
DIRECTORS, STRATEGIC PLANNING
MANAGER, BUSINESS
DEVELOPMENT MANAGERS,
ENERGY MANAGERS

THE 2024 EDITION

3,500
5,600*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
ilsole24ore.com homepage

Now in its **25th year**, the **Italian Energy Summit** is the benchmark for the Italian and international energy market.

Energy transition, diversification of energy sources, efficiency and new infrastructure are some of the topics that will be addressed in the new edition of the Summit.

The format alternates one-to-one interviews with focus and round table discussions, and features speakers, political institutions and CEOs of the main players in the energy sector in Italy and abroad.

ITALIAN PET SUMMIT

 1 OCTOBER 2025

 MILAN

• LIVE AND DIGITAL



TARGET

PET FOOD AND PET CARE
COMPANIES, INDUSTRY
ASSOCIATIONS, INSURANCE
COMPANIES, VETERINARIANS, PA

THE 2024 EDITION

820
630

REGISTERED USERS
PARTICIPANTS

Second edition of the Italian Pet Summit, following the great success of the 2024 event.

The **Pet Economy** will still be at the heart of the event, with accurate insights from the **Food & Care** sectors: from the expansion of the food supply to the arrival of advanced health monitoring devices on the market, from the increasing adoption of pet insurance to the use of behavioural technology to improve the mental health of four-legged animals.

Of no less importance will also be the institutional debate on the status of pets in our society, involving political decision-makers and representatives of companies and veterinary doctors.

MADE IN ITALY SUMMIT



7-8-9 OCTOBER 2025

LIVE  STREAMING

TARGET

INSTITUTIONS AND PA,
COMPANIES OF ALL SIZES AND SMEs

FUNCTIONS: TOP MANAGERS, SALES
AND EXPORT MANAGERS,
MARKETING AND COMMUNICATION
MANAGERS

THE 2024 EDITION

2,600
28,700*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
ilsole24ore.com homepage

Sixth edition of the Made in Italy Summit, the digital event dedicated to the 'Italy' brand signed by **Il Sole 24 Ore, Financial Times** and **Sky TG24**. A **three-day** initiative that will bring together national and international institutions, our most prestigious companies with their top managers, the association world at the highest level and the most renowned academics.

Under the magnifying glass: the **impact of the international situation** on our production activities, **support for the internationalisation** of companies and the **export situation** in established and rising world markets.

JOB EVOLUTION



14 OCTOBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

HR, CEOs,
ENTREPRENEURS, INVESTORS,
GENERAL MANAGERS, BIG TECH,
START-UPS AND COMPANIES,
TRAINING SCHOOLS,
FOUNDATIONS AND LABOUR
CONSULTING
FIRMS

THE 2024 EDITION

1,430
1,840*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
[ilsol24ore.com](https://www.ilsol24ore.com) homepage

After the **success** of the first edition, the Sole 24 Ore event dedicated to how the world of **work** is changing returns in 2025.

New professions, training, but also the importance of increasing **wages** and keeping workers' **rights** alive for real growth not only of companies but of the entire country system. Institutions, companies, and Italian and international experts will discuss the crucial current issues in an event dedicated to the most important aspect for the **future of a nation**.

SUSTAINABILITY FORUM



22 OCTOBER 2025



ROME

LIVE AND DIGITAL

TARGET

ENTREPRENEURS AND TOP MANAGERS, NATIONAL AND TERRITORIAL INSTITUTIONS, CITIZENS

THE 2024 EDITION

1,200
2,700*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the [ilssole24ore.com](https://www.ilssole24ore.com) homepage

Sustainable development as a **growth engine** for the **competitiveness** of our **companies**.

This will be the focus of the 2025 edition of the Sustainability Forum.

Institutions, companies, and experts discuss the challenges of a **new economic model** that can no longer be ignored for companies aiming at economic revitalisation and market positioning.

The event will also be the occasion to present the Sustainable Enterprise Award to the winners of the 2025 edition.



OPEN INNOVATION SUMMIT



24-25 OCTOBER 2025



SAINT VINCENT

• LIVE AND DIGITAL

TARGET

INSTITUTIONS, CEOs, GENERAL
MANAGERS,
ICT MANAGERS
MARKETING MANAGERS,
ENTREPRENEURS, STARTUPPERS

THE 2024 EDITION

805
1,080*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
ilsole24ore.com homepage

According to a recent study, 32% of companies worldwide will increase their revenues through **innovation**.

The **Open Innovation Summit** of **Il Sole 24 Ore** is intended to be a discussion among industry leaders on how collaborations between **companies, start-ups** and **institutions** can foster the adoption of **new technologies** and **business models**. During the event, we will answer questions such as: what will be the main **market trends** and new business opportunities for companies primed for **engagement with the external environment?**

INVESTING IN MILAN



11 NOVEMBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

FINANCE, REAL ESTATE, BANKING
AND INSURANCE SECTORS,

FUNCTIONS: CEOs, CIOs, FOUNDERS,
PARTNERS, MANAGING DIRECTORS,
ESG MANAGERS

THE 2024 EDITION

1,160
1,250*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
ilsole24ore.com homepage

Milan aims at **regenerating** areas and recovering disused buildings for its transformation. What is the status of the 18 major projects underway?

The Investire in Milano event, now in its 6th edition, will be an opportunity to take stock of the city's **real estate market**. How has its face changed in the last decade, on the occasion of major international events, such as the Milan-Cortina 2026 Olympics?

Experts from the real-estate sector will discuss the themes of environmental and social **redevelopment**, overcoming the dualism between centre and periphery, and **enriching isolated urban spaces**.

INSURANCE SUMMIT



13 NOVEMBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

CEOs, GENERAL MANAGERS,
CHIEF INNOVATION OFFICERS (CIOS),
CHIEF OPERATING OFFICERS (COOs),
CHIEF MARKETING OFFICERS (CMOs),
CHIEF RISK OFFICERS (CROs),
COMMERCIAL DIRECTORS, HEADS OF
STRATEGIC PLANNING AND BUSINESS
DEVELOPMENT

THE 2024 EDITION

1,127
1,500*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the [ilsole24ore.com](https://www.ilsole24ore.com)
homepage

Now in its **27th edition**, this summit is the reference event for players in the insurance industry.

Catastrophic events due to **climate change** and their impact on the economic and financial chains of the territories, **new services and models offered by the insurance industry** due to the ongoing **digital transition** and many other topics will be analysed at the Summit.

The event will be a time to take stock of the future aspects that companies will have to interface with.

WOMEN AT THE TOP



18 NOVEMBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

FINANCE, REAL ESTATE SECTOR, SMEs,
UNIVERSITIES, ASSOCIATIONS, SPORT,
FASHION SECTOR, INSTITUTIONS, PA,
ENTERTAINMENT SECTOR,
SCIENTIFIC WORLD, PUBLISHING, LEGAL,
DIGITAL, BANKING, INSURANCE, SCHOOLS,
FEMALE ENTREPRENEURSHIP

THE 2024 EDITION

2,210
OVER 4,300*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the [ilsole24ore.com](https://www.ilsole24ore.com)
homepage

Back for its **third edition: Women at the Top.**

Il **Sole 24 Ore**, in collaboration with the **Financial Times** and the media partnership of **Sky TG24**, re-proposes the **major project dedicated to women's empowerment** consisting of Summit and Gala.

Stories of successful women active in the world of **public and private institutions, business**, research, culture, **entertainment**, and **sport** - able to inspire future generations by contributing to a change capable of breaking down stereotypes.

Also returning is the **We Award - Women Excellence**, which aims to discover emerging talents and celebrate women with exceptional careers.

AI TRANSITION



19-20 NOVEMBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

TOP MANAGERS AND HEADS OF DEVELOPMENT AND INNOVATION OF COMPANIES FROM ALL ECONOMIC SECTORS, RESEARCHERS AND ACADEMICS, STARTUPPERS, REPRESENTATIVES OF INSTITUTIONS AND THE PUBLIC SECTOR, LABOUR CONSULTANTS

THE 2024 EDITION

4,880
4,500*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
[ilsol24ore.com](https://www.ilsol24ore.com) homepage

Second edition of the event dedicated to the **impact of Artificial Intelligence on business.**

According to ISTAT data, this revolutionary technology is currently used by about 25 per cent of large companies and only 5 per cent of SMEs, but we are now in a phase of great acceleration.

At AI Transition we will examine the **ongoing evolution** of this tool, the **concrete opportunities** it offers companies, the **regulations** governing it and how it is changing the **labour market.**

HEALTHCARE SUMMIT



27 NOVEMBER 2025



ROME

• LIVE AND DIGITAL

TARGET

MEDICAL AND FUNCTION
DIRECTORS,
GENERAL MANAGERS,
SALES AND MARKETING DIRECTORS,
TOP
MANAGERS, ENTREPRENEURS,
BUSINESS DEVELOPMENT
MANAGERS

THE 2024 EDITION

994
1,700*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the
[ilsole24ore.com](https://www.ilsole24ore.com) homepage

A **highly institutional** and strategic event for the Italian healthcare world.

A point of reference in Italy for representatives of the **health and pharmaceutical sector** and the institutions.

Open challenges between Manoeuvre and National Recovery and Resilience Plan, artificial intelligence and digitalisation, health and the new frontiers of prevention will be some of the topics addressed during the Summit through major interviews, round tables and highlights between market leaders and leading Italian and international experts.

GLOBAL INCLUSION



1 DECEMBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

COMPANIES, STUDENTS,
PROFESSIONALS,
ASSOCIATIONS AND INSTITUTIONS

THE 2023
EDITION

600
2,300

REGISTERED USERS
PARTICIPANTS

Global Inclusion is an initiative aimed at the concrete implementation and defence of the principles enshrined in Article 3 of the Italian Constitution, promoted by the "Global Inclusion Art 3 Committee."

The event will be moderated by journalists from Il Sole 24 Ore and volunteers from the Global Inclusion Art 3 Committee, with a focus on the issue of global well-being and inclusive prosperity.

NEW

GOVERNMENT AGENDA



DIGITAL & GREEN TRANSITION



3 DECEMBER 2025



MILAN

• LIVE AND DIGITAL

TARGET

ENTERPRISES, INDUSTRY,
PUBLIC ADMINISTRATION,
PROFESSIONALS

In order to remain competitive in international markets in the age of AI, our companies must tread the path of **innovation** on the dual track of the **Digital & Green Transition**.

A process that requires considerable investment and that SMEs are not always able to support with internal resources.

Hence, the recourse to **credit institutions** and **venture capital**, but fundamental for Italian companies remains public support, exemplified in 2024 by the **Transition 5.0 Plan**.

What will be the new incentives and concessions decided by the government in 2025? We will illustrate them in this event by explaining their advantages but also the procedures for accessing them.

PARTNERSHIPS COMMERCIAL MANAGER

*For ratings and details, please consult the **Mediakits
of the individual events**



1 MAIN PARTNER

has the possibility of developing a theme of their choice within the programme with two different intervention formulas

2 OFFICIAL PARTNER

participates in the working groups with the contribution of their own speaker

3 EVENT PARTNER

enjoys all the visibility provided by the event communication and collects the leads generated by the initiative