

24 ORE EVENTI

Editorial Initiatives 2024

24 ORE Eventi is the **24 ORE Group** company that plans and conducts **events** to meet **customers'** needs and to share the **information resources** of **Il Sole 24 Ore**. The various initiatives originate from **constant internal discussions** with the different **members of the Group**, such as **Editorial** and **Marketing** as well as from ideas and suggestions from the **market** made up of customers, suppliers and possible partners seeking to create joint projects.

Conferences, roadshows and large events, moderated by 24 ORE Group journalists, but also **tailor-made projects** conceived and implemented to **meet the needs** of different BTB and BTC targets.

In order to best respond to new market trends in a constantly evolving world, 24 ORE Eventi offers different **formats**: from **full digital initiatives**(**Interactive 24** and **Live Streaming 24**) to in **person events** (**Live Events**), all the way to **hybrid solutions** (**Live&Digital**) where a physical traditional event is combined with a virtual online event.



GENDER EQUALITY

The **24 ORE Group** is the **first Italian publishing group** to have obtained **certification on Gender Equality** pursuant to UNI/PdR 125:2022.

A goal achieved thanks to the strong change of pace in the corporate culture to a more sustainable and inclusive perspective.

This commitment to promoting the values of inclusion and gender equality is confirmed in how the programmes for all our events are assembled.

25% women

of the total number of speakers/moderators

10% people under 50

of the total number of speakers/moderators



THE NUMBERS FROM 2023

120 events organised

Over 230 sponsors involved

Over 1,800 speakers attended

Over 19,000 interactions on social channels

Over 110,000 registered users

Over 745,000 participants

MANY WAYS OF “BEING THERE”

24 ORE Eventi offers different types of formats to offer better usability of the content:

- **LIVE EVENT**, physical events organised in a location with a moderator, speakers and participants present in the room;
- **INTERACTIVE 24**, a full digital event which, with the help of a platform and virtual control, manages the speeches of the moderator and speakers, who are all connected **remotely**;
- **LIVE STREAMING 24**, live events broadcast live from locations or television studios, where the moderator and speakers can speak in person or remotely;
- **LIVE&DIGITAL**, hybrid events that combine the potential of live streaming with the effectiveness of an in-person audience, thus guaranteeing the exchange of content and information, **networking** and involvement between the different types of participants.



THE PRODUCTS AND FORMATS

**SUMMIT
ROADSHOW
TAILOR-MADE
TOPICS**

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

SUMMIT



Vertical annual conferences for the reference **market**, which are aimed at top management, managers and business professionals, with the objective of creating an **interactive discussion** about **economic** and **market trends, strategies for growth** and **change**

ROADSHOW



Travelling events with the aim of involving local business communities with topics of shared interest.

- Format generally composed of time for **networking**
- **Plenary** with successful institutions and case histories
- **Dedicated workshops** at the discretion of the partners

ONE SHOT APPOINTMENTS

TAILOR-MADE



Co-branded events that stand out for the **personalisation of contents and speakers in line with the strategies of the sponsoring company, and for the specially created multimedia communication campaigns**. The events can also be held locally in the form of roadshows. **WEB CONFERENCES** (evolved webinars) on vertical topics can also be designed.

TOPICS



Events designed starting from **highly topical issues with strong informative relevance**, to convey **immediate and timely content** to the 24 ORE Group's audience, and thus allow partner companies to increase their brand visibility towards the reference targets.

OPPORTUNITIES FOR BRAND PARTNERS

SPONSORING

Strengthen the **positioning and perception of the Brand** through involvement in an **event aimed at the Business target, with authoritative and innovative content, moderated by journalists from the 24 ORE Group.**

CONTENT INTEGRATION

Identify **new ways and new areas** to talk about the brand, **product and company stories** by integrating the contents with market scenarios, interacting with **institutions and the main stakeholders of the economic and entrepreneurial panorama.**

COMMUNICATION

Communicate the distinctive elements of the **corporate identity** by contextualising them on the Group's media , **reaching decision makers in the various sectors of reference.**

LEAD COLLECTION

From entrepreneurs to professionals, from top managers to institutions: 24 ORE Eventi's initiatives are aimed at the core target of the 24 ORE Group, allowing companies to **come into direct contact** with a **specialised public** that is interested in the products and services offered.

2024 CALENDAR



JANUARY/FEBRUARY

MARCH

APRIL

FITI – Int. Forum of Italian Tourism
Genoa, 17 January

NEW

ROAD TO TRENTO
London, 7 March

OBJECTIVE GROWTH
Milan, 10 April

FITI – Int. Forum of Italian Tourism
Matera, 12 February

NEW

ROAD TO TRENTO
Berlin, 12 March

4th CORPORATE SUSTAINABILITY HUB
Rome, 15 April

ROAD TO TRENTO
New Delhi, 14 February

6th REAL ESTATE & FINANCE SUMMIT
Milan, 20 March

4th MERGER & ACQUISITION SUMMIT
Milan, 16 April

5th WELFARE & HR SUMMIT
Milan, 15 February

GREEN & HYDROGEN FORUM
Milan, 17 April

14th LUXURY SUMMIT
Milan, 23 April

MAY

6th INNOVATION DAYS - LOMBARDY
Milano, 7 May

TRENTO ECONOMICS FESTIVAL
Trento, 23-26 May

6th INNOVATION DAYS - TRENTO
Trento, 24 May

JUNE

4th AUTOMOTIVE BUSINESS SUMMIT
7 June

6th INNOVATION DAYS – EMILIA ROMAGNA
Bologna, 13 June

CREDIT MANAGEMENT SUMMIT
Milan, 18 June

2nd TRANSPORT AT THE HEART OF THE ECONOMY
Rome, 20 June

JULY/SEPTEMBER

PAYMENT SUMMIT
Milan, 4 July

3rd SEA ECONOMY
Genoa, 5 July

5th MADE IN ITALY – PRE SUMMIT
9 July

2nd AGRIFOOD SUMMIT
10 July

OBJECTIVE HEALTH
Milan, 19 September

6th INNOVATION DAYS - VENETO
Verona, 24 September

24th ITALIAN ENERGY SUMMIT
Milan, 25/26 September

NEW

NEW

NEW

OCTOBER

5th MADE IN ITALY - SUMMIT
1/3 October

JOB EVOLUTION
Milan, 9 October

OPEN INNOVATION SUMMIT
Saint Vincent, 17,18 October

6th INNOVATION DAYS - PUGLIA
Bari, 22 October

4th SUSTAINABILITY FORUM
Rome, 23 October

GENERAL STATES OF CULTURE
Palermo, 24 October

GENERAL STATES OF CULTURE
Milan, 29 October

NOVEMBER

GENERAL STATES OF CULTURE
Turin, 5 November

6th INVESTING IN MILAN
Milan, 6 November

26th INSURANCE SUMMIT
Milan, 7 November

AI TRANSITION
Milan, 14 November

2nd WOMEN AT THE TOP Summit and Gala
Milan, 20 November

13th HEALTHCARE SUMMIT
Rome, 21 November

6th INNOVATION DAYS - LAZIO
Rome, 28 November

DECEMBER

QUALITY OF LIFE
TBD, December

GLOBAL INCLUSION
Milan, 2 December

2nd DAY OF THE HOUSE
Milan, 4 December



FITI - INTERNATIONAL FORUM OF ITALIAN TOURISM

Genova, 17 January

Matera, 12 February



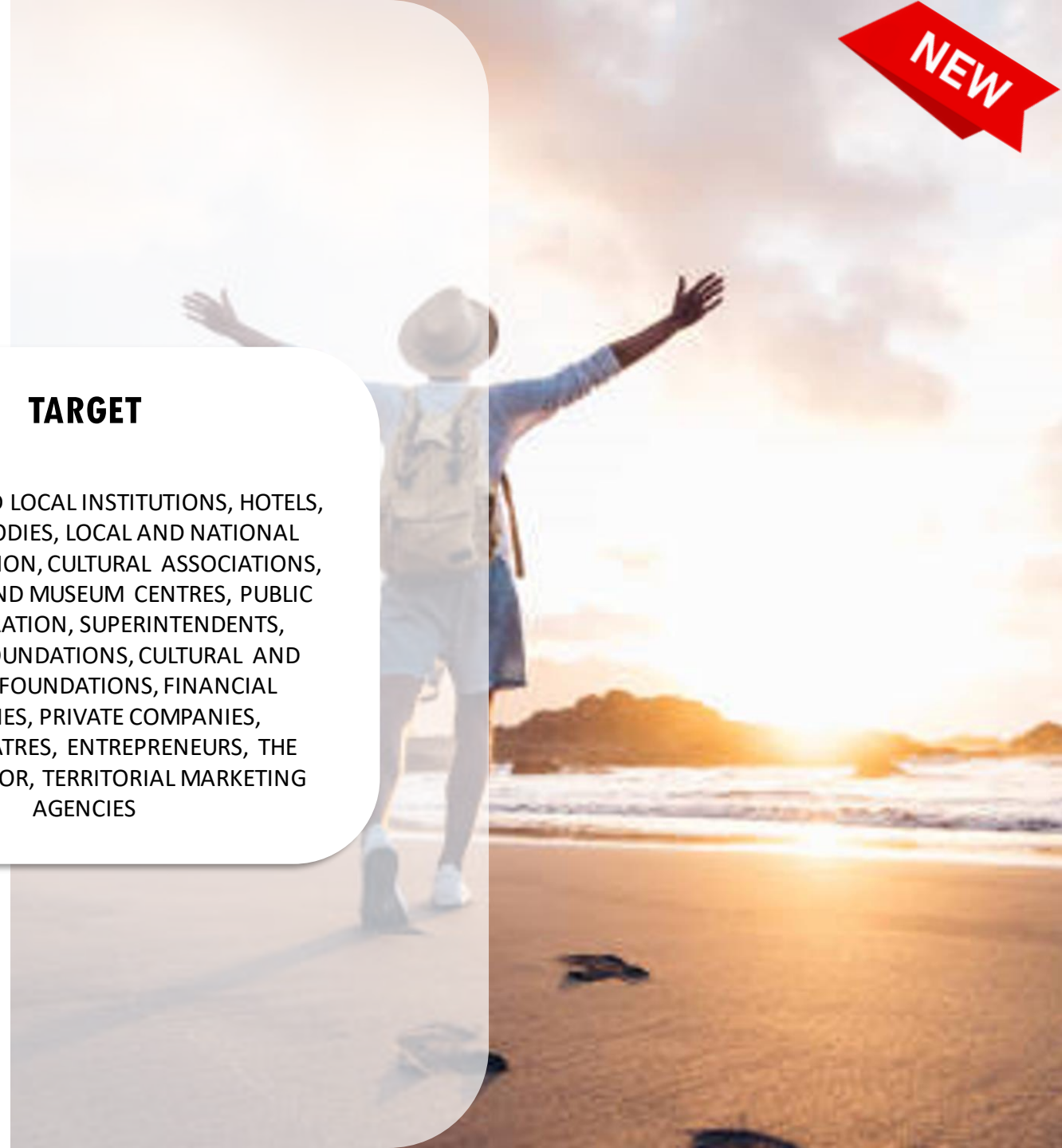
The International Forum of Italian Tourism opens windows of discussion among the most authoritative leaders in the **world of economics, national and local institutions, and industries** closely connected to the tourism sector. This new cycle of major events is proposed as an example of **permanent observatory**, a tool capable of **monitoring and understanding the state of tourism in Italy year after year**.

This is a **travelling project** planned to start in January.

The macro themes that will be developed will concern the excellence of Italian landscapes, culture and hospitality.

TARGET

NATIONAL AND LOCAL INSTITUTIONS, HOTELS,
TOURISM BODIES, LOCAL AND NATIONAL
TRANSPORTATION, CULTURAL ASSOCIATIONS,
MUSEUMS AND MUSEUM CENTRES, PUBLIC
ADMINISTRATION, SUPERINTENDENTS,
BANKING FOUNDATIONS, CULTURAL AND
TOURISM FOUNDATIONS, FINANCIAL
COMPANIES, PRIVATE COMPANIES,
OPERA THEATRES, ENTREPRENEURS, THE
SPORTS SECTOR, TERRITORIAL MARKETING
AGENCIES



ROAD TO TRENTO: THE INTERNATIONAL MEETINGS OF THE ECONOMICS FESTIVAL

From February to March



For the second year, the 24 ORE Group is launching, as organiser of the **Trento Economics Festival**, an **integrated project to prepare** for the new edition of the event, scheduled for 23-26 May 2024.

A countdown which includes the "**Road to Trento**" cycle of events. Opportunities for discussion that physically include possible areas of expansion and spaces of international cooperation for businesses and institutions, organised in collaboration with our diplomatic offices around the world.

In fact, the first cycle of meetings was hosted by and organised together with the Italian Embassies in **Switzerland, the United States, the United Arab Emirates** and **South Africa**.

For the 2024 route, new collaborations with Italian representations abroad are being defined. **The first confirmed stop will be Nuova Dehli, London and Berlin will follow.**

The general objective of the initiative is, therefore, to create **spaces for networking between companies, research bodies and institutional representatives**, supporting the visibility of the actors involved in the relationship with the important event in Trento.



TARGET

THE ITALIAN BUSINESS COMMUNITY
AROUND THE WORLD
ITALIAN COMPANIES WITH FOREIGN OFFICES
COMPANIES INTERESTED IN NEW INVESTMENTS

THE 2023 EDITION

OVER 29,000*

TOTAL PARTICIPANTS

*Also broadcast on the homepage of
ilsole24ore.com

5th WELFARE & HR SUMMIT

Milan, 15 February

Developed in close synergy with the editorial staff of **Il Sole 24 Ore Norme & Tributi**, the **Welfare & HR Summit** is an event that is focused on **innovations** in the **labour market**: from **minimum wages** to **fringe benefits**, through **digital transformation** and new challenges for businesses presented by the development of Artificial Intelligence.

A highly important event to allow Italian companies to **better structure themselves** at an **organisational level**, at an economic time made difficult by the current **historical context** and the increase in the cost of raw materials.

TARGET

GEN MGR., PERSONNEL/HR DIRECTOR, HR DEVELOPMENT DIRECTOR, PERSONNEL ADMINISTRATION MANAGER, TRADE UNION AND INDUSTRIAL RELATIONS MANAGERS, LABOUR CONSULTANTS, LABOUR LAWYERS

THE 2023 EDITION

OVER 2,000
OVER 1,000

REGISTERED USERS
PARTICIPANTS

6th REAL ESTATE & FINANCE SUMMIT

Milan, 20 March

The **Real Estate** sector in Italy shows continuous growth, year after year. In fact, it achieved its best result in 2023, with a 3.6% increase in turnover, exceeding 144 billion, despite a slowdown in the economy.

What will the real estate market in Italy be like in 2024?

The **Real Estate and Finance Summit** event will **analyse, with experts in the sector present, the performance of the real estate market in our country**, as well as in relation to the foreign market, which has marked growth of 2.9%.

A specific focus will be dedicated to **financial** aspects with the goal of giving indications and guidelines to **national** and **international** operators in the sector; in addition we will talk about sustainability and urban and logistics regeneration.

TARGET

CIO, CTO, MANAGING DIRECTORS,
ENTREPRENEURS

THE 2023 EDITION

1,400
1,000*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the homepage of
ilsole24ore.com

OBJECTIVE GROWTH

The implementation of the PNRR and the reforms to build the Italy of the future

Milan, 10 April

The overall value of the **National Recovery and Resilience Plan (PNRR)**, to which the European Recovery Fund is linked, is **191.5 billion euros**, divided into 69 billion in grants and 122.5 billion in loans (to be repaid).

The **Objective Growth 2024 event**, with the fundamental contribution of the **Il Sole 24 Ore PNRR Observatory**, will take stock, with representatives of national and European institutions and the industrial world, of the **progress of the implementation** of the PNRR in the various sectors of the national economy.

It will be an opportunity to talk about:

- Implementation of the Measures in 2024
- In-depth analysis of the objectives achieved and which ones are being postponed from month to month
- REPowerEU

TARGET

ALL PRODUCTION SECTORS
ALL CORPORATE FUNCTIONS

THE 2023 EDITION

1,700
OVER 1,500*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the homepage of ilsole24ore.com

FUTURE

4th CORPORATE SUSTAINABILITY HUB

Rome, 15 April

Increasingly aware that **climate change** is closely linked to social and economic changes, companies know that **investing in sustainability projects** is essential for **growth and development**.

The **Corporate Sustainability Hub**, organised by Il Sole 24 Ore in collaboration with Core, was created with the aim of **vertically** analysing the best practices implemented by **companies** in **different product sectors**, which will describe what it means to really work on sustainability, also **through digital transformation**.

A time for discussion among institutional representatives, opinion leaders, large companies and journalists, **to overcome greenwashing and propose strategies** for real and productive sustainability.

TARGET

CEOS, GEN MGRS., CFOS, HR, BUSINESS DEVELOPMENT MANAGERS, MARKETING DIRECTORS, PRODUCTION DIRECTORS, ENERGY MANAGERS

THE 2023 EDITION

900
600

REGISTERED USERS
PARTICIPANTS

4th MERGER & ACQUISITION SUMMIT

Milan, 16 April

Mergers and acquisitions in Italy and internationally. **Market trends** and opinions of the major operators in the sector; entrepreneurs, investment bankers, lawyers, private equity operators, consultants.

The challenge of consolidation and aggregations within a complex scenario due to the international economic situation and the simultaneous presence of **two international crises**, in Ukraine and Israel.

Forecasts for the **counter-cyclical sectors** that will be subject to consolidation and acquisitions with a look at some areas of particular interest such as **Made in Italy**.

These will be some of the topics at the centre of the M&A Summit 2024.

TARGET

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

THE 2023 EDITION

1,500
950

REGISTERED USERS
PARTICIPANTS

GREEN & HYDROGEN FORUM

Milan, 17 April



From hydrogen to the **new frontiers of energy** this will be the theme of the 2024 edition.

In an energy system where **diversification** towards **renewable energy sources** has become the challenge of the future, the **development of hydrogen production** and its **related infrastructure** is reconfirmed as a winning strategy for our energy operators.

It is therefore important to sustain the **debate** among the **main operators in the sector** about concrete **objectives** and **strategies** that could be useful to implement ambitious projects for European industrial development.

The most prominent institutional representatives and **top managers** of the most important Italian industries will be the protagonists of this Forum.

TARGET

NATIONAL INSTITUTIONS, LOCAL INSTITUTIONS REPRESENTING INDUSTRIAL DISTRICTS, ENERGY COMPANIES (GAS, ELECTRICITY, RENEWABLES), TRANSPORTATION COMPANIES (AUTOMOTIVE, SHIPPING, RAIL, PUBLIC), INDUSTRY (IN PARTICULAR THE PETROCHEMICAL INDUSTRY)

THE 2023 EDITION

OVER 1,900
OVER 1,600*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the homepage of ilsole24ore.com

14th LUXURY SUMMIT

Milan, 23 April

New scenarios in international markets, financial instruments and the growing role of technology: this will be at the heart of the next edition of the **Luxury Summit**. Added to this theme are training, craftsmanship and sustainability.

These will be some of the topics addressed during the work of the reference Summit on the world of luxury, through major interviews, exchanges and debates between **market leaders** and major Italian and international experts.

TARGET

CEOS, GEN MGRS., COOS, CFOS, IT/CIO/CTO
DIRECTORS, MARKETING DIRECTORS, SALES
DIRECTORS, RETAIL MANAGERS, BUSINESS
DEVELOPMENT MANAGERS, BUYERS

THE 2023 EDITION

1,300

Over 1,500*

REGISTERED USERS

PARTICIPANTS

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



6th INNOVATION DAYS

From May to November

The sixth edition of the roadshow that traverses Italian regions to promote **business networking** among companies and the **new technologies** underlying the digital and green transitions.

In 2024 we will pay particular attention to **regional industrial districts**, dealing with the issues most felt at a local level with representatives of the business and institutional world. At the same time, through the fundamental contribution of the Partners, we will offer companies, in particular **SMEs**, the **latest solutions for innovation that are economically sustainable and guarantee growth**.

Special focus will also be reserved for **new skills** and **youth and female entrepreneurship**.

There will be a course consisting of **six stages** moderated by **journalists from Sole 24 Ore and Radio 24**, which can be followed both in live streaming and in person.

TARGET

MANAGERS, ENTREPRENEURS, SMEs,
INSTITUTIONS, PROFESSIONALS

THE 2023 EDITION

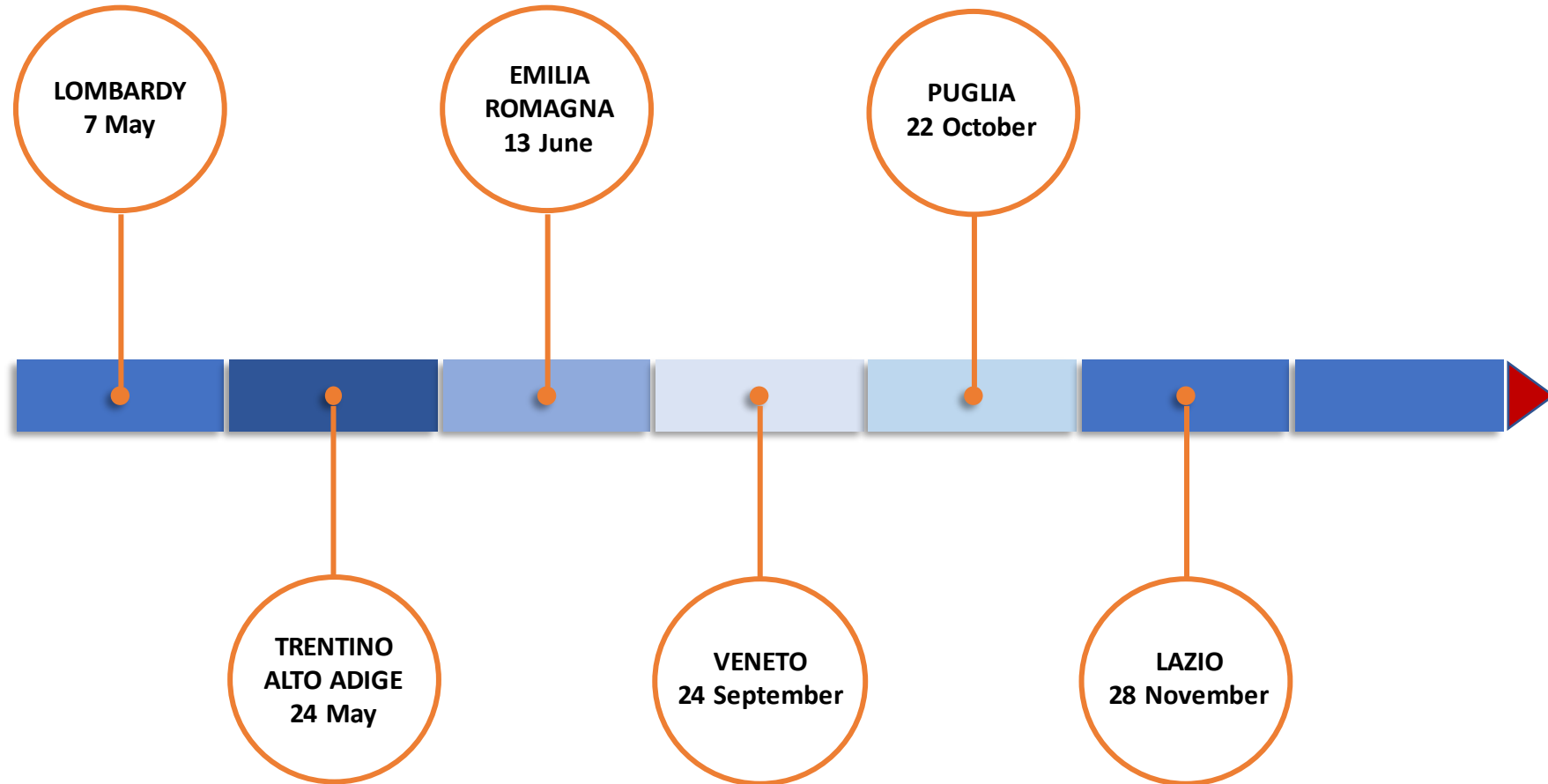
OVER 3,220
OVER 5,000*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the homepage of
ilsole24ore.com



THE 2024 TOUR



Economics Festival - Trento

"QUO VADIS? The dilemmas of our time"

23-26 MAY | XIX EDITION



How to confront the **challenge of climate change**? Will **economic development** win the game against the tightening necessary to beat inflation? Will high public debt end up destabilising **the authority of countries**? Is the **energy transition** achievable within the tight deadlines dictated by the West? Will **the demographic winter** end up overwhelming welfare systems? Are **populism and democracy** reconcilable? These are some of the big issues of our time that the Trento Economics Festival will try to address in the next edition in 2024.

Keynote, *Lectio Magistralis*, TED, panels and talks are some of the formats that will animate the 10+ locations activated throughout the city during the days of the event, interspersed with moments of networking, concerts and live shows, workshops and activities for children. All events are organised into six schedules designed for all targets and ages

THE 2023 EDITION

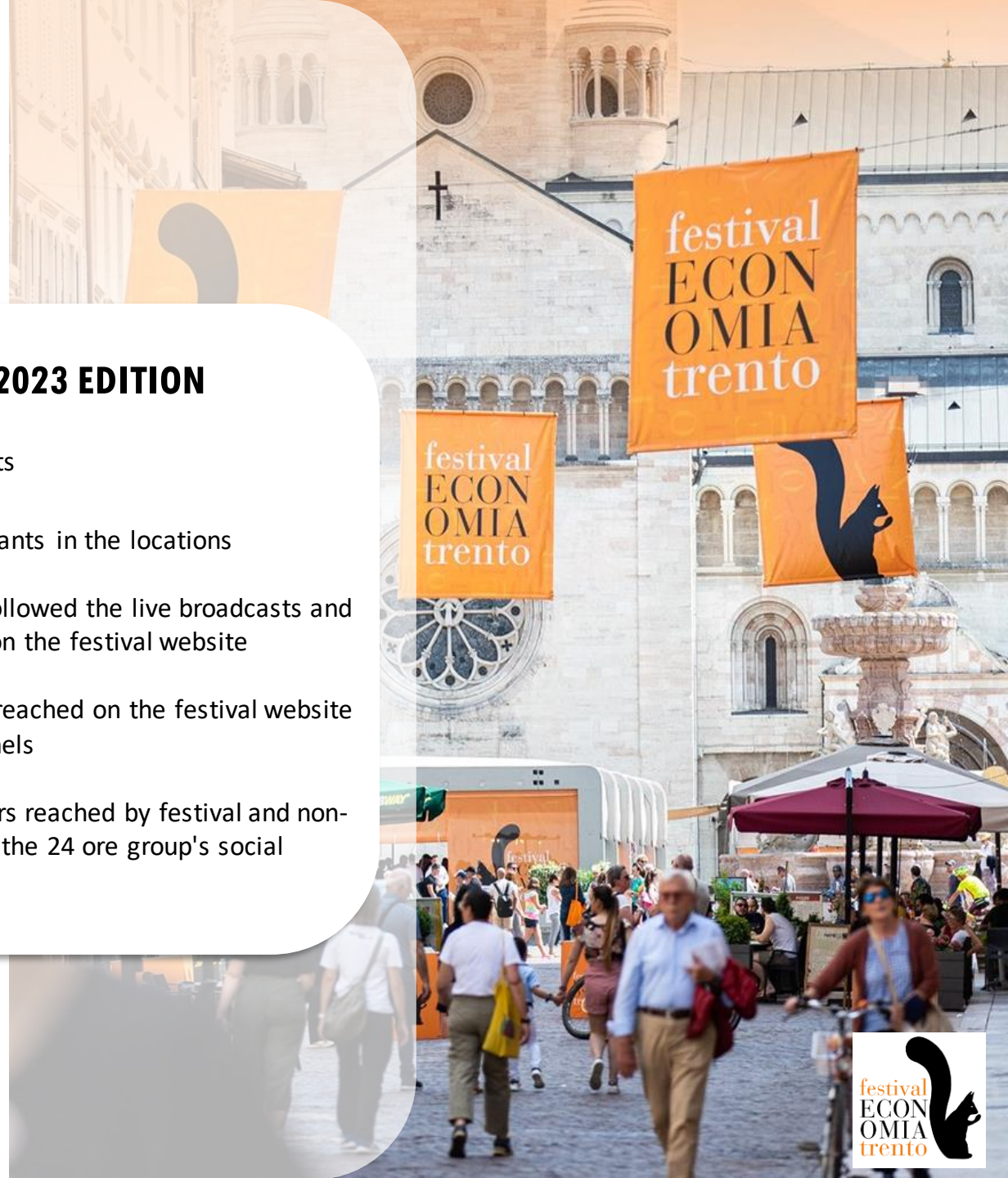
270 scheduled events

over 40,000 participants in the locations

over 50,000 users followed the live broadcasts and on-demand videos on the festival website

over 600,000 users reached on the festival website + il sole24 ore channels

over 5.7 million users reached by festival and non-festival coverage on the 24 ore group's social channels



Economics Festival - Trento

"QUO VADIS? The dilemmas of our time"

23-26 MAY | XIX EDITION

PROGRAMME SCHEDULES

1) Festival

The program is **coordinated by the Scientific Committee** chaired by Fabio Tamburini, Director of Sole 24 Ore, Radio 24 and the Radiocor news agency.

2) The "Off" Festival

Meetings designed to give strength to new ideas, halfway between training and intelligent entertainment for **students, young people and families**

4) Meetings with the Author

A world of **books** that will enliven the days of the Festival

5) Local economies

A cycle of **events curated by the major local businesses in the Trentino area**

6) Radio 24 broadcasts

A selection of programmes included in the schedule



4th AUTOMOTIVE BUSINESS SUMMIT

7 June

Now in full transition towards electric motors, the event aims to have the major players in the **automotive sector** outline the **current and near future scenarios** in the **Italian and international market**.

Particular attention will be given to the global geopolitical situation and the entry into the market of **new and increasingly fierce competitors** for Italian and European companies.

Furthermore, **new technologies** under development that affect the entire automotive supply chain will be presented, and the **new types of mobility** that are emerging will be analysed with the experts.

TARGET

AUTOMOTIVE, IT, ENERGY SECTOR SUPPLY CHAIN

FUNCTIONS:CEOS, GEN MGRS., COMMERCIAL DIRECTORS, STRATEGIC PLANNING MANAGERS, BUSINESS DEVELOPMENT MANAGERS, ENERGY MANAGERS

2023 EDITION

840
OVER 900

REGISTERED USERS
PARTICIPANTS

CREDIT MANAGEMENT SUMMIT

Milan, 18 June



The world of **credit management** is facing structural changes: alongside the **NPL, UTP** credits, **Stage 2** and in bonis credits are the focus of an industry that evolves rapidly and adapts to the challenges of the market to remain competitive. Among innovation, industrial partnerships and regulatory and news legislation, the **Credit Management Summit of Il Sole 24 Ore, June 18**, is a great opportunity to meet and debate for all **operators in the area - from servicers to banks**, from investors in the **legal system** up to technology and service providers - to analyse perspectives and seize **opportunities** in an industry in deep transformation.

TARGET

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

NEW

2nd TRANSPORT: AT THE HEART OF THE ECONOMY

Rome, 20 June

The event delves into the economic **situation** of the transportation and logistics sector, transportation and mobility companies in our country, through a series of focuses on the various modes: rail, road, air and sea.

With **experts in the sector and political institutions** present we will talk about:

- Mission 2 and Mission 3 of the PNRR
- Safety and inclusiveness of transportation, connections between north and south
- Sustainable mobility
- The digital transition applied to the transportation sector
- Research and innovation
- Efficient port and railway infrastructure
- The increase in fuel costs
- The shortage of qualified personnel

TARGET

ENERGY, TYRE, AFTERMARKET, LOGISTICS,
SOFTWARE AND TRACKING SYSTEM SECTORS
CEOS, GEN MGRS., COMMERCIAL DIRECTORS,
STRATEGIC PLANNING MANAGERS, BUSINESS
DEVELOPMENT MANAGERS, ENERGY MANAGERS

THE 2023 EDITION

1,500
1,200*

REGISTERED USERS
PARTICIPANTS

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

PAYMENTS SUMMIT

The future of payments between digital and security

Milan, 4 July

Innovation in the financial field, made possible by technological innovation, has long allowed the instant transmission of money without the use of cash.

Now new technologies, from Blockchain to Artificial Intelligence, are revolutionising the **digital payments** landscape, thus creating new business opportunities.

What will the future of Digital Payments be? How will it be possible to combine **innovation and security**?

We will answer these questions during our summit.

TARGET

BANKS, FINANCIAL COMPANIES, WORKERS IN THE FINANCIAL SECTOR IN GENERAL (PEOPLE WHO WORK IN RISK, CONSULTANTS AND FINANCIAL PROMOTERS, MANAGERS, LAWYERS), BIG TECH, START UPS AND COMPANIES, STUDENTS

NEW

3rd SEA ECONOMY

Genoa, 5 July

At the centre of the work of the **third edition** of the **Sea Economy** event by Sole 24 Ore will be the **Mediterranean**, which constitutes an infinite resource for our country, and is taking on an increasingly important role in the economy of all of Europe, including in light of the new geopolitical scenarios.

The maritime industry is a **strategic sector**, both for **shipbuilding** and for services connected to **trade** and **tourism** - just think of the growth in the volume of **cruise ship passengers**.

However, in this context, **fishing** and **aquaculture** also represent a strategic asset for the sea economy: from the protection and enhancement of value of fish products, to the Fishing Credit Fund, without forgetting the **ecological transition** and the need for increasingly **sustainable** management of fishing activities that respect the **biodiversity** of waters and seabeds.

TARGET

PORT AUTHORITIES, LOGISTICS, SHIP-OWNERS, TOURISM, REAL ESTATE, ENERGY SECTOR, SHIPBUILDING, INFRASTRUCTURE, NAUTICAL SECTOR

THE 2023 EDITION

700
4,800*

REGISTERED USERS
PARTICIPANTS

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





5th MADE IN ITALY

9 July Pre-Summit and 1/3 October Summit

Made in Italy, the digital event created by **Il Sole 24 Ore**, **Financial Times** and **Sky TG24**, is now the reference event for the "Italia" brand twice a year.

The three days of the **October Summit**, preceded by the **Pre-Summit in July**, bring together national and international **institutions**, our most prestigious **companies** with their top managers, the **associative world** at the highest levels and **academics and researchers** of global notoriety.

The event puts the **global geopolitical situation** and its influence on Italian **exports**, emerging **markets**, the contribution of **new technologies** and the **financing possibilities** for businesses under the magnifying glass. These will be examined from the perspective of the many **sectors of excellence** of Italian industry, from **Agrifood to Fashion, Manufacturing and Luxury**.

The panels shall be moderated by the best **journalists from Sole 24 Ore, the Financial Times and Sky TG24**, and broadcast with **simultaneous Italian-English translations** via **live streaming** on the event and Il Sole websites and **live television broadcast** on **Sky TG24 Primo Piano**.

TARGET

INSTITUTIONS AND PUBLIC ADMINISTRATION,
COMPANIES OF ALL SIZES AND SMES
FUNCTIONS: TOP MANAGERS, COMMERCIAL
DIRECTORS AND EXPORT MANAGERS, MARKETING
AND COMMUNICATIONS DIRECTORS

THE 2023 EDITION

2,400
36,200*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the homepage of ilsole24ore.com

SUMMARY AND NUMBERS FROM THE 2023 EDITION

2023 EDITION NUMBERS

- 3 editorial groups in international partnership
- 4 afternoons of events for 17 hours of live broadcast
- 18 partners
- 84 speakers
- 36,200 total participants
- More than 200 participants at the networking aperitif





2nd AGRIFOOD SUMMIT

10 July

The event is focused on the **agricultural supply chain** operating among the challenges caused by the international crisis and the climate changes we are experiencing, and the innovation necessary to remain competitive on the national and international market.

Among the possible topics to be covered:

- Back to the land: developing **new skills** for the jobs of tomorrow
- **Certifications and Blockchain:** the technology to support the defense of Made in Italy
- **Agribusiness:** the excellence of the Italian model
- The application of **ESG principles** in the agri-food sector
- The **conscious consumer** chooses sustainable and inclusive

TARGET

CEOS, GEN MGRS., COMMERCIAL, MARKETING
AND COMMUNICATIONS DIRECTORS
ENTREPRENEUR/BUSINESS OWNER IN THE
AGRICULTURAL AND WINE SECTOR

THE 2023 EDITION

810
OVER 900*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the homepage of
ilsole24ore.com

OBJECTIVE HEALTH

The health of the future between prevention and technological innovation

Milan, 19 September

How will we take care of ourselves in the near future?

What help will **new technologies** provide us both in the field of **preventive screening** and with therapies increasingly oriented towards the specificities presented by the individual patient, as well as the possibility of treatment at home (**telemedicine**)?

How should technological **infrastructures be strengthened** to collect, share and standardise clinical data?

What innovations in nutrition and physical activity will help us stay healthy?

In the Objective Health event we will answer these questions with the leading experts in the scientific world, with the most innovative companies and with institutional representatives.

TARGET

HEALTH COMPANIES AND TREATMENT AND RESEARCH INSTITUTES, DIAGNOSTIC CENTRES, PHARMACEUTICAL COMPANIES, SOCIAL SECURITY FUNDS, INSURANCE, PUBLIC ADMINISTRATION, HEALTH SECTOR AND PHARMATECH TRADE ASSOCIATIONS

NEW

24th ITALIAN ENERGY SUMMIT

Milan, 25 and 26 September

Now having reached its **24th edition**, the **Italian Energy Summit** is reconfirmed as the point of reference for the Italian and international energy market.

Alternative energy sources and green deals, the PNRR decree and the objectives in the mission of the **green revolution** and **the energy transition** 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 groups and round tables, and features political institutions and CEOs of the main Italian and international energy sector operators among the speakers.

TARGET

CEOS, GEN MGRS., COMMERCIAL DIRECTORS,
STRATEGIC PLANNING MANAGERS, BUSINESS
DEVELOPMENT MANAGERS, ENERGY
MANAGERS

THE 2023 EDITION

2,700
4,400*

REGISTERED USERS
PARTICIPANTS

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

JOB EVOLUTION



Towards Industry 5.0 between new skills and forgotten professions

Milan, 9 October

What will the world of work be like tomorrow? Which of today's professions will develop and which will instead suffer a contraction? What skills will be required?

Automation, artificial intelligence: in the midst of the fourth and now heading towards the fifth industrial revolution finding your way in a rapidly changing world of work is not simple, but not impossible either. In fact, for every job that becomes unnecessary, **new possibilities open up on the horizon.**

The ability to **reinvent oneself**, to constantly **update** one's skills, in a process of **life-long learning** and the **development of new talents** are the keys to **competing in an increasingly digital and globalised world.**

The event aims to **focus on all the elements of this evolution** in order to construct a useful **compass** for all the subjects involved (workers, businesses, HR companies) in the complex and challenging process meant to encourage the encounter between the **supply** and **demand of the work of tomorrow**, starting today.



TARGET

HR, CEOS, ENTREPRENEURS, INVESTORS,
GENERAL MANAGERS, BIG TECH, START UPS
AND COMPANIES, TRAINING SCHOOLS,
FOUNDATIONS AND EMPLOYMENT CONSULTING
FIRMS

GIOIN - OPEN INNOVATION SUMMIT

Saint Vincent, 17, 18 October

The event now represents the key institutional event for the world of **Open Innovation**.

According to a recent study, 32% of companies around the world will increase their revenues thanks to **innovation**. What will the main **market trends** and new business opportunities be for companies ready for **cross-pollination with the external environment**?

These are the main questions we will answer during the event.

TARGET

INSTITUTIONS, MANAGING DIRECTORS,
GENERAL DIRECTORS, ICT MANAGERS
MARKETING MANAGERS, ENTREPRENEURS,
STARTUPPERS

THE 2023 EDITION

893
OVER 1,200*

REGISTERED USERS
PARTICIPANTS

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



4th SUSTAINABILITY FORUM

Rome, 23 October



Organized by il Sole 24 Ore in collaboration with the Holy See. The Sustainability Forum will analyse how much non-sustainability costs Italian companies, and how moving to an economic model which makes **environmental sustainability the main lever of its industrial competitiveness represents the future in terms of economic growth and development.**

The experts involved will address the most relevant aspects through **the analysis of various business** models and the impact of this revolution on different economic sectors.

For the event, the winners of the third edition of the **Sustainable Business Award** will be awarded, which in 2023 saw **250 Italian SMEs nominated** and **15 companies awarded** in the following categories: environmental, digital, economic and social sustainability.

TARGET

ENTREPRENEURS AND TOP MANAGEMENT,
NATIONAL AND TERRITORIAL INSTITUTIONS, THE
PUBLIC

THE 2023 EDITION

900
2,500*

REGISTERED USERS
PARTICIPANTS

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



GENERAL STATES OF CULTURE

Palermo 24 October, Milan 29 October, Turin 5 November

How is the world of culture and cultural productions in Italy changing? What are the dynamics that define the relationship between private investments and public programming?

The Sole 24 Ore summit dedicated to the **economy of culture** explores, year after year, the main trends and challenges affecting the segments of this market: **publishing, communications and media** - with specific focuses on **music, cinema and television; design**; the transformation of the ways in which places of culture are used; **live events; enhancing the value of heritage**; processes of innovation.

A discussion between **private stakeholders** and **public institutions** to outline development prospects and strategies.

TARGET

ASSOCIATIONS, BODIES AND CULTURAL INSTITUTIONS,
PUBLIC ADMINISTRATIONS,
OFFICIAL PUBLIC BODIES
MUSEUMS, MUSEUM CENTRES AND GALLERIES
AUCTION HOUSES
BANKING FOUNDATIONS, PRIVATE COMPANIES

THE 2023 EDITION

1,800
10,200*

REGISTERED USERS
PARTICIPANTS

*Also broadcast on the homepage of ilsole24ore.com



5th INVESTING IN MILAN

Milan, 6 November



Milan is the city that, in recent years, has been able to attract investments, operators and strong international demand.

The **Investing in Milan** event outlines the picture of the real estate market in the city, to date, but with an eye to the future.

Already in the post-covid era, and in view of the **Milan-Cortina 2026** Olympics, the city of Milan has started a process of **redevelopment** and **regeneration** of the city, in particular of the suburbs.

Where do the **restoration projects** between the historic city and its external municipalities currently stand?

Together we will learn about the steps forward that the city is taking, and the upcoming objectives and challenges. We will analyse how sustainability is changing the real estate market, with Italian and international **real estate** experts present.

TARGET

FINANCE, REAL ESTATE, BANKING AND
INSURANCE
FUNCTIONS: CEOS, CIOS, FOUNDERS, PARTNERS,
MANAGING DIRECTORS

THE 2023 EDITION

980
OVER 1,200

REGISTERED USERS
PARTICIPANTS



26th INSURANCE SUMMIT

Milan, 7 November

An historic event now in its twenty-sixth edition, it is again confirmed as an event that is not to be missed for all players in the insurance market in Italy.

During the Summit, the most relevant aspects of the sector will be analysed: **the future of insurance companies** in a world of profound economic uncertainty, **evolution of market rules**, **investment innovation** and **new skills** that companies will need in the immediate future.

Structured into various debates, interviews, focus groups and round tables, once again, this year the Insurance Summit will feature the main operators in the sector, institutions and Italian and international experts.

TARGET

MANAGING DIRECTORS AND GENERAL DIRECTORS, CHIEF INNOVATION OFFICERS (CIO), CHIEF OPERATING OFFICERS (COO), CHIEF MARKETING OFFICERS (CMO), CHIEF RISK OFFICERS (CRO), COMMERCIAL DIRECTORS, STRATEGIC PLANNING MANAGERS, BUSINESS DEVELOPMENT MANAGERS

THE 2023 EDITION

950
OVER 1,400

REGISTERED USERS
PARTICIPANTS



AI TRANSITION

Milan, 14 November

2023 will also be remembered for the definitive **boom** in Italy of the **Artificial Intelligence** market, to the degree that we have now entered the era of implementation as noted by scholars from the Polytechnic University of Milan. Globally, a composite **annual growth rate of 20%** is expected for the next seven years (Globenewswire data).

In the first Il Sole 24 Ore event dedicated entirely to this interdisciplinary science with multiple approaches we will examine all the **advantages** that companies operating in **various sectors of the economy**, not just software, can derive from AI, obviously without overlooking the **risks**, which we will explain how **to defend yourself against**.

We will talk about this with leading experts in the sector, from **scientists** to representatives of **companies producing and using AI**.

TARGET

TOP MANAGERS AND DEVELOPMENT AND INNOVATION MANAGERS OF COMPANIES IN ALL SECTORS OF THE ECONOMY, RESEARCHERS AND ACADEMICS, STARTUPPERS, REPRESENTATIVES OF INSTITUTIONS AND THE PUBLIC ADMINISTRATION, EMPLOYMENT CONSULTANTS

NEW

2nd WOMEN AT THE TOP

Milan, 20 November



Women, their successes, the present, the future. The second edition of the Sole 24 Ore event, created in collaboration with the Financial Times and the media partnership of Sky Tg24 and dedicated to the celebration of female excellence, returns to Milan with a new event in which the best known and most recognised successful Italian and international women will talk about how to break through the glass ceiling, proposing a **new model of business and society**.

The event will also be the opportunity to present the **WE Awards**.

The Award is meant to tell and hold up great stories of women who have been able to achieve extraordinary results despite a context that is not always favourable. In 2023, **200 nominations were collected** in the four categories: business, open innovation, international and non-profit.

TARGET

FINANCE, REAL ESTATE, SMES, UNIVERSITIES, ASSOCIATIONS, SPORT, FASHION, INSTITUTIONS, PA, ENTERTAINMENT, SCIENTIFIC WORLD, PUBLISHING, LEGAL, DIGITAL, BANKS, INSURANCE, NAUTICAL, SCHOOL, FEMALE ENTREPRENEURSHIP,

THE 2023 EDITION

800
900*

REGISTERED USERS
PARTICIPANTS

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

Note: Data relating to the October teaser event

13th HEALTHCARE SUMMIT

Rome, 21 November

A **highly institutional** and **strategic** event for the world of **Italian healthcare**. A point of reference in Italy for representatives of the healthcare and pharmaceutical sectors and of institutions.

During the Summit the various topics will be addressed through large interviews, round tables and highlight sessions between market leaders and major Italian and international experts.

The **healthcare of the future**, between the **PNRR**, the **budget law** and **new investments in research and innovation** will be some of the topics covered

TARGET

HEALTH AND DEPARTMENT DIRECTORS,
GENERAL DIRECTORS
COMMERCIAL AND MARKETING DIRECTORS,
TOP MANAGERS & ENTREPRENEURS, BUSINESS
DEVELOPMENT MANAGERS

2023 EDITION

1,100
1,800

REGISTERED USERS
PARTICIPANTS

GLOBAL INCLUSION

Milan, 2 December

Global Inclusion: an initiative whose objective is the concrete implementation and defence of the principles enshrined in article 3 of the Italian Constitution, promoted by the "Global Inclusion-Article 3 Committee".

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

The Committee was created with the goal of promoting the exchange of experiences between the organisations **that are agents of change** and which have joined the cultural programme every year since 2019.

TARGET

BUSINESSES, STUDENTS, PROFESSIONALS,
ASSOCIATIONS AND INSTITUTIONS

2023 EDITION

600
2,300

REGISTERED USERS
PARTICIPANTS

2nd DAY OF THE HOUSE

Milan, 4 December

The "Day of the House" event will be an opportunity to delve deeper into how the residential market is changing and evolving.

With experts in the **real estate** sector present, through **keynote speeches, scenario analyses, round tables, and ad hoc focus groups**, we will learn about the extent to which private individuals invest in a specific public zone or area in our country.

It will be an opportunity to delve deeper into how **residential living** is changing in relation to urban regeneration which, inevitably, positively influences the quality of life of the people who live in a specific area.

TARGET

SECTORS: FINANCE, REAL ESTATE, BANKING
AND INSURANCE
FUNCTIONS: CEOS, CIOS, FOUNDERS,
PARTNERS, MANAGING DIRECTORS



TYPES OF PARTNERSHIPS

MAIN PARTNER

Has the opportunity to delve into the contents of the event by developing its own themes and topics



OFFICIAL PARTNER

Enters the work agenda prepared by the editorial staff



EVENT PARTNER

Various communication activities planned for the partner

