

# Seminar "Doing Business in Italy: trading and investment opportunities"

2009, March the 24<sup>th</sup> - Bank of China Building, 4<sup>th</sup> Floor, Liujiazui (Metro Exit 3), Shanghai

## PRESENTATION

Italy is one of the most attractive countries in the world. Any person dears to visit Italy at least once in his lifetime and taste a colorful plate of the famous Italians noodles ("pasta") and then drink a coffee in an amazingly small square surrounded by the notes of opera. Italy's appeal and reputation are well known to anyone, what is often forgotten is that Italy is one of the economic and industrial powers in the world (included in G8) and is one of the founder countries of the European Union. Moreover Italy also enjoys very good reputation for machineries construction, for technology innovation, for the environment preservation and sustainable development.

During the seminar a pool of expert will simply expose legal and economic frame for the investment in Italy. A simple language will be used and all the topic will be assessed from a business point of view trying to provide to the audience a concise and exact point of view on the peculiarity of the system and the opportunities of doing business in Italy.

Special attention will be provided to investment and opportunities during the crisis period, therefore a few simple rules will be outlined by the experts. A translation service from English to Chinese language will be provided.

## PROGRAM

13.30 *Registration*

14.00 Welcome and Presentation of the Seminar by the Director of CPIT Shanghai

14.05 Introduction and welcome by Italian Consul General in Shanghai

14.10 The role of Italian Trade Commission – ICE in promoting trade and investments (Maurizio Forte Italian Trade Commissioner in Shanghai)

14.30 Italian Policy for attracting foreign investment (INVITALIA SpA)

14.50 Check list and preparation to investments in foreign markets (Kong Wei, ZHONG LUN LAW FIRM);

15.10 Legal framework for trading and direct investment in Italy (Ombretta Fabe Dal Negro and Stefano Candela, FRANZOSI DAL NEGRO PENSATO SETTI LAW FIRM)

15.50 *Coffee break*

16.10 How the prevent barriers to trading of goods: IP and antidumping measures (Federica Santonocito and Fabio Giacobello, FRANZOSI DAL NEGRO PENSATO SETTI LAW FIRM)

16.50 Case Study presentation: Huawei (Mr. Zou Mingrong – Senior Vice President)

17.00 *Q&A*

## ORGANIZERS:



**AVVOCATI ASSOCIATI  
FRANZOSI DAL NEGRO  
PENSATO SETTI**



## PATROCINED BY:



**ITALIAN TRADE  
COMMISSION**



**ITALIAN GENERAL CONSULATE  
IN SHANGHAI**