

Pocket-size multinationals

Italian small and medium-sized enterprises facing the Bulgarian market

13th June 2013

Sheraton Sofia Hotel Balkan – Sofia

Program

h. 8.45 Registration of guests

h. 9.00 Welcome speech

h. 9.15 Internationalization: Italian SMEs in Bulgaria, strategies and opportunities

Speakers:

Minister of Economy, Energy and Tourism of the Republic of Bulgaria

Marco Conticelli – Italian Ambassador to Bulgaria

Vincenzo Boccia – President of “Piccola Industria” and Vice President of Confindustria responsible for SMEs, Credit and Finance

Giovanni Sacchi – Director of the Office for Coordination of Promotion Services of the Italian System - ICE

h. 10.00 Enterprises without borders: success stories of Italian companies in Bulgaria

Speakers:

Riccardo Caraglio – Caraglio Group

Plamen Dilkov – PVB Power Bulgaria

Giovanni Martinelli – Martinelli Group

Maria Luisa Meroni – MBM Metalwork

Andrea Rigoni – Rigoni di Asiago

h. 11.00 Coffee Break

h. 11.15 Trade credit, risk assessment and markets: financial tools and prospects for Italian small and medium-sized enterprises in Bulgaria

Speakers:

Andrea Casini – Deputy Chairman of the MB and Chief Operating Officer of UniCredit Bulbank

Diana Maneva – Executive Officer Corporate Sales Generali Bulgaria

Nikola Stoyanov – Director of the Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)

Borislav Stefanov – Executive Director at the Bulgarian Investment Agency

Carlo de Simone – Managing Director Assistant for Directional Relation – SIMEST

Stefano Bisogni – SACE office for South Eastern Europe

h. 12.30 Conclusions, light lunch and networking

h. 14.00 Institutional meetings and exchange of business experiences related to the green economy in Bulgaria

Working languages: Italian and Bulgarian

In cooperation with:

