



SAPIENZA
UNIVERSITÀ DI ROMA



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WORKSHOP EURASIA

GEOECONOMIC FRAMEWORKS AND GLOBAL INFORMATION
THE CASE OF EAST AND SOUTHEAST ASIA

Rome 9 > 10 June 2014

Sala del Tempio di Adriano - Piazza di Pietra

PROGRAMME



CATHAY PACIFIC

Workshop Eurasia: a new annual event on the development of Asian markets and the integration with the Italian economic systems.

Consumers in Asia are increasingly looking for Italian quality products and Italy needs not only foreign investors but also to access growing markets, thus new partnerships are today possible.

Even in the sector of global communication Italy today can play a reference role for the Asian media, qualifying as a major European partner for the dissemination of information and the creation of new formats.

Workshop Eurasia is the right place where Institutions and Companies can learn more about prospects and assets of the Asian economies directly from their major players.



www.workshopeurasia.com

Participation is free upon registration at info@workshopeurasia.com

Patronage



Support

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PROGRAMME - MONDAY 9 JUNE

OPENING (9.30 - 10.30)

Giancarlo Cremonesi, *President, Chamber of Commerce of Rome*

Emmanuele F.M. Emanuele, *President, Fondazione Roma-Mediterraneo*

Benedetto della Vedova, *Undersecretary Italian Minister of Foreign Affairs*

FIRST SESSION (10.30 - 13.00)

EAST ASIA:

GEO-ECONOMIC FRAMEWORK AND DEVELOPMENT MODELS

CHAIRMAN: Attilio Tranquilli, *Deputy President, Unindustria Lazio*

SPEAKERS:

Laixiang Sun, *Chair Professor Department of Financial and Management Studies, SOAS, University of London*

China Economics rise and its implications for the EU

Naoyuki Yoshino, *Professor of Economics Keio University, Premier Abe Counselor, Director Tokio Office Asia Development Bank*

Abenomics and Asian Economy

Irmuun Demberel, *Director of Division for Promotion and Consultancy Services Invest Mongolia Agency*

Investment trend and perspective in Mongolia

Yuanan Zhang, *Reporter, International Desk, Caixin Media*

Chinese Economy perspective: weakness and strengths

Han Ki-Won, *Commissioner, Invest Korea*

South Korean model for economic development

Giuseppe Scognamiglio, *Executive Vice President for Public Affairs of Unicredit Group*

Regionalization and global cities as new challenges to the geopolitical and geoeconomic balance: what role for Europe and Asia?

Giuseppe Izzo, *Chairman European Chamber of Commerce of Taiwan*

Taiwanese economy in Asian global growth: achievement and strategies

David O'Rear, *Chief Economist, Hong Kong General Chamber of Commerce*

Perspectives of Central Asia and Far East Economies

Ajith N. Cabraal, *Governor, Central Bank of Sri Lanka*

Investing in Asian growth: opportunities in International Markets

PROGRAMME - MONDAY 9 JUNE

SECOND SESSION (15.00 - 17.00)

INVESTING IN EMERGING EURASIAN MARKETS, ATTRACTING CAPITAL IN EUROPE

CHAIRMAN: *Pietro Ginefra, Director of International Relations, Banca d'Italia*

SPEAKERS:

Andrea Goldstein, Head of Global Relations, OECD Investment Division

Easing investment flows between Asia and Europe - the importance of a level playing field

Stephen Wong, Regional Director Europe, Hong Kong Trade Development Council

Hong Kong as a two way platform for European companies' penetration of the mainland markets and mainland enterprises' outbound ventures

China Xin, President Shandong Wanbao Group Ltd

Strategies for improving trading business between China and Italy

Guan Jianzhong, Chairman, Dagong Global Credit Rating

Reform of the current international credit rating system with a focus on China and Asia

Naomi Chakwin, Director, Asian Development Bank Europe

Turning Road Infrastructure Into Economic Corridors - Connecting the Greater Mekong Subregion

Wang Tao, Director Euro Asia Economic Forum

International Investment for Asian sustainable Urban development

Vaqif Sadiqov, Ambassador of Azerbaijan in Rome

Hub between Europe and Asia

Massimo D' Aiuto, Ceo, Simest Spa

Growing in global markets: SIMEST's role to foster Italian Investments in Asia

Thomas Rosenthal, Director, CeSIF, Italy China Foundation

Chinese outbound FDI in Italy

PROGRAMME - TUESDAY 10 JUNE

THIRD SESSION (10.30 - 13.00)

EUROPE AND ASIA, ALLIES TO GROWTH. MEDIA AND COMMUNICATION TO EVOLVE: UNLOCKING VALUE IN GLOBAL MARKETS

CHAIRMAN: Gianni Di Giovanni, *CEO, Agenzia Giornalistica Italia*

SPEAKERS:

Alessandro Lanza, *Oil Editorial Committee*

Structural challenges in today's contest

Li Lifan, *Executive Director of Centre for Russian and Central Asian Studies, Shangay Academy for Social Sciences (SASS), China*

The academic point of view: information broadens horizons

Sokmom Nimul, *General Director, Agence Kampuchea Presse (AKP), Cambodia*

Cambodian case history: information creates value

Nguyen Duc Loi, *General Director, Vietnam News Agency (VNA), Vietnam*

Vietnam News Agency in fast moving times: when news make the difference

Wang Xingqiao, *Bureau Chief, Rome Bureau of Xinhua News Agency, P.R. China*

Role of Xinhua News Agency in Europe: media services in modern market

Ying Wan, *Director International Communication Research China Daily*

Opportunity and Challenge: the development of new media in China

Chen Weihong, *Financial Channel Host, CCTV*

The power of Media in Internet era

PROGRAMME - TUESDAY 10 JUNE

FOURTH SESSION (15.00 - 17.00)

SOUTHEAST ASIA: DIPLOMACY FOR GROWTH

CHAIRMAN: Francesco Marcolini, *Managing Director, Asia Trading Project*

SPEAKERS:

Romeo Orlandi, *Vice President Osservatorio Asia*

Understanding the emerging Asean economies

Diauhari Oratmangun, *Ambassador of Indonesia in Moscow (Former Asean General Secretary). Former Deputy Minister/ Director General for ASEAN affairs of the Republic of Indonesia*

Opportunities from Asean Countries and specific focus on Indonesia

Nguyen Vu Tung, *Director of Vietnam Academy of Diplomacy, Ministry of Foreign Affairs of Vietnam*

The Vietnamese growth: a support for development and peace among Asian Countries

Aliche Choi, *Representative of the Hong Kong Economic and trade Office in Brussels*

Macro economic and trade outlook of Hong Kong

Khin Maung Win, *Chairman Myan Shwe Pyi Tractors Ltd*

Growth of Myanmar economy and opportunities of business cooperation

Ajith N. Cabraal, *Governor, Central Bank of Sri Lanka*

Focus on new Asian Emerging Markets

Federico Donato, *Chairman of Italian Chamber of Commerce in Singapore. Chief Executive Officer & Funding Partner di FFA Asia*

Financial opportunities to and from Asean: the role of Singapore

David J.P. Wang, *Director Economic Division, Taipei Representative Office in Italy*

Taiwan: an hub for Southeast Asian Economies

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