

ZOOM WEBINAR

8 April 2021

10 am Rome time | 16 pm Beijing time

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中国国际进口博览会 CHINA INTERNATIONAL IMPORT EXPO

4th Edition

Shanghai | 5-10 novembre 2021

10.00 am Introduction by **Marco Bettin**, COO Italy China Foundation and Secretary General Italy China Chamber of Commerce | **David Doninotti**, Secretary General AICE

CIIE presentation video

10.15 am **Ma Fengmin**, CFO of CIIE Bureau

10.25 am **Li Bin**, Head of the Economic Affairs at Chinese Embassy in Italy

10.35 am **Matteo Masini**, Made in Italy Export Promotion Department, ITA- Italian Trade Agency

10.45 am **Wang Weijing**, Deputy General Manager, International Department ICBC Head Office
Wei Xiaogang, General Manager, ICBC Milan Branch

11.00 am Introduction of CIIE opportunities for Italian companies by **Pierantonio Cantoni**, AICE

11.10 am Case histories from CIIE past editions | **Daniele Chiappa**, Director RIE

11.20 am Introduction of Food & Agriculture Sector | Consumer Goods Sector by CIIE Bureau

11.40 am Q&A and Conclusion

Partner: **ICBC**

