



**SAPIENZA**  
UNIVERSITÀ DI ROMA



**FONDAZIONE ROMA**  
MEDITERRANEO

**agi**  
agenzia italia



## **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](http://www.workshopeurasia.com)

Participation is free upon registration at [info@workshopeurasia.com](mailto:info@workshopeurasia.com)

Patronage



Support

Camera di Commercio  
Roma

# 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*

**Javkhlanbaatar Sereeter**, *Director Foreign 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**, *Senior 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*

**Mahmud Mammad Quliyev, Deputy Minister of Foreign Affairs of the Republic of Azerbaijan**

*Azerbaijan as a transit hub between Europe and Asia: opportunities for trans-regional cooperation*

**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*

**Jian Shi Cortesi, Executive Director Fund Manager, Asian Equities, Swiss & Global Ltd**

*Investing in China through the New Economy Sectors*

**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**, *Chief Corrispondent in Bruxells, XINHUA, China*

*A flexible market with no borders: Chinese experiences in Europe*

**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)*

*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*

**Linda Lai**, *Director, Hong Kong Economic and Trade Office Europe*

*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*

*Financial opportunities to and from Asean: the role of Singapore*

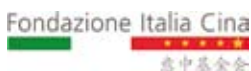
**David J.P. Wang**, *Director Economic Division, Taipei Representative Office in Italy*

*Taiwan: an hub for Southeast Asian Economies*

Media Partner



Collaboration



OSSERVATORIO ASIA

Organization

