



Ministero degli Affari Esteri

Unioncamere
Emilia-Romagna

ITALIA 
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

ENIT **ITALIA**
AGENZIA NAZIONALE DEL TURISMO

ITCCK
ITALIAN CHAMBER
OF COMMERCE IN KOREA
not yet registered in Italy (law n.518/70)

ITALY-SOUTH KOREA WEBINAR



Focus: Tourism - Retail and wholesale distribution - Furniture/Interior Design

Seoul-Rome, May 23rd 2013 - 4.00 p.m

PROGRAMME

- 4.00 p.m.** *Opening remarks*
Italy Desk (Rome, Ministry of Foreign Affairs)
Inigo Lambertini, Deputy Director General/Director of the Department for International Coordinated Economic Promotion - Italian Ministry of Foreign Affairs
Sandro Pettinato, Deputy Secretary General of the Union of Italian Chambers of Commerce
Patrizia Giarratana, Deputy Director General of Promotional Trade Directorate General - Italian Ministry of Economic Development
- 4.10 p.m.** *Doing Business in South Korea: introduction and sector in-depth analysis*
South Korea Desk (Seoul)
Sergio Mercuri, Ambassador of Italy to the Republic of Korea
- 4.15 p.m.** *Tourism*
Kim Bo-Yeong, Representative of the Italian Tourism Board in Seoul (ENIT)
Shin Eui-sub, Chairman of Outours
- 4.40 p.m.** *Retail and wholesale distribution: children's wear, accessories and leather products*
Fabio De Cillis, Acting Commissioner, Italian Trade Commission (ICE) in Seoul
Christopher Callahan, E-Mart Senior Vice President, Global Sourcing Division
- 5.05 p.m.** *Furniture/Interior Design*
Stefano Piantoni, Project Manager, Italian Chamber of Commerce in Korea (ITCCK)
Jason Ahn, Creative Lab President and CEO, exclusive importers for Armani Casa, Poltrona Frau, Cassina, Cappellini
- 5.30 p.m.** *Conclusion*

Attendance is free, but registration is required

http://www.infomercatiesteri.it/e_webinar.php