

2016 OPENING LECTURE

BUSINESS DEVELOPMENT AND NEW OPPORTUNITIES IN THE MIDDLE EAST



INTERNATIONAL BUSINESS MANAGEMENT

OPENING LECTURE

BUSINESS DEVELOPMENT AND NEW OPPORTUNITIES IN THE MIDDLE EAST

- 05:30 pm Welcome address
PIETRO MARCOLINI ISTAO, President
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- 05:45 pm Keynote speech
ANDREA GOLDSTEIN Nomisma, Managing Director
-
- 06:15 pm Participant
FLAVIA VERDUCCI Clementoni Spa, Director of International Business
-
- 06:45 pm Q&A
- 07:15 pm Conclusions

Wednesday, **May 25**, 2016 - **05:30 pm**
 Villa Favorita - via Zuccarini, 15 Ancona

The Middle-East region represents for geographical proximity and for an historical background in commercial exchanges, an area where European firms, and especially Italian, can find room for their expansion.

In particular, the seminar will focus on the market development in two of the biggest countries of the area, Iran and Turkey, where many of our firms already operate and where many others could steer their investments.

Andrea E. Goldstein is, since October 2015, Managing Director for policy research and outreach at Nomisma. He was previously Deputy Director of the UNESCAP Subregional Office for East and North-East Asia in Incheon (Seoul) and of the Heiligendamm L'Aquila Process (the G8-G5 political dialogue) Support Unit, as well as Senior Economist with the OECD Development Centre and Economics Department and the World Bank Group. Andrea has published widely on emerging economies, his most recent books are *L'économie des BRIC* (La Découverte 2013) and *Il miracolo coreano* (il Mulino 2013).