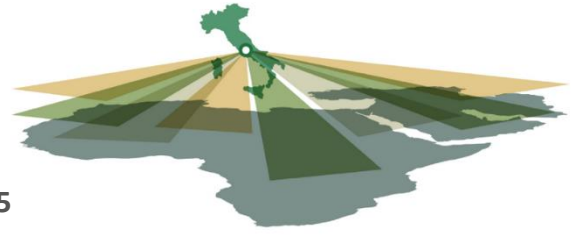


# IV ARAB ITALIAN BUSINESS FORUM ANNUAL MEETING

Horti Sallustiani, Piazza Sallustio 21 (Rome) – Jan. 28, 2025



❖ **8:15 am – 9:00 am: Registration & Welcome Coffee**

❖ **9:00 am – 10:30 am: Opening Ceremony**

**Welcoming**

**Signature Ceremony of Memorandum of Understanding**

❖ **10:30 am – 11:30 am: The Mattei Plan & Its Impact on Arab Countries of the African Continent**

The Mediterranean is the scene of some of the most compelling challenges of our time. Deeper cooperation among neighbouring countries can foster a greater degree of security and economic prosperity, and the **Mattei Plan** offers an unprecedented opportunity to strengthen that cooperation with the Arab countries of the African continent. What strategies could be implemented to address the challenges and achieve these results? What could be the role of Italian companies?

❖ **11:30 am – 12:30 pm: Italy and Saudi Arabia: Fostering Mutual Economic Growth Through Strategic Partnerships and Innovative Approaches**

An overview of the state of the art of **Italian-Saudi relations**, with a focus on joint projects, investments, and business opportunities. Highlighting several collaborations, the session aims to analyse the many investment and business opportunities involving the two countries, answering the question: "What strategies can be used to implement and strengthen this mutual economic growth?"

This is exemplified through certain main channels:

- Circular investments and Italian industrial districts as a model of excellence
- Innovation in technology, artificial intelligence, and digitization as leverage for industrial and business transformation.

❖ **12:30 pm – 1:00 pm Presentation of the Report on Italian-Libyan Relations and Future Collaboration Opportunities**

An overview of the state of the art of commercial and cultural Italian-Libyan relations, with a focus on joint projects, investments, and bilateral business opportunities.

❖ **1:00 pm – 2:00 pm: Networking Lunch**

❖ **2:00 pm – 3:15 pm: Finance and Development: Institutions, Financial Bodies, Islamic Finance and Their Role in the Attraction of Foreign Direct Investments, Internationalisation & Export**

The discussion will explore the **role of Institutions, Financial Bodies, and Islamic Finance** in supporting public and private sector. A discussion aimed at addressing the role of the institutions as a driver of strategic development in support of both the public and private sectors, directly with the stakeholders involved.

❖ **3:15 pm – 4:15 pm: Agritech & Food Security: Innovation for Sustainability in the Arab Region**

The discussion will focus on **agricultural technologies, food security, and sustainable practices** in arid climates, with the case studies on hydroponics, aquaponics, and vertical farming across Arab nations. **Investment opportunities** for Italian companies in agribusiness.

❖ **4:15 pm – 5:15 pm: Tourism and Entertainment: Building a World-Class Tourism Sector in the Arab Region**

Exploring the regional **tourism strategies**, best practices, and Italy's role in supporting the development of tourism infrastructure, cultural initiatives, and entertainment hubs across the Arab world.

❖ **5:15 pm: Conclusions**