



ITALIAN BUSINESS MISSION to KOREA

Seoul, 7-10 March, 2016

Draft Program

MONDAY, March 7th

Departure from Italy of the delegation

TUESDAY, March 8th

During the day

Arrival of the Italian delegation to Seoul
(Incheon International Airport)

Transfer to the Four Seasons Hotel in connection with the flights of highest attendance
(Four Seasons Hotel - 97 Saemunan-ro, Jongno-gu, Seoul)

Starting from 18:00 Registration of the Italian participants

18:30-19:00

Welcome meeting

- Welcome speech by the Ambassador of Italy to Korea, **Marco della Seta**
- Remarks by the Under-Secretary for Foreign Affairs and International Cooperation, **Benedetto Della Vedova**
- Technical Briefing by the Italian Trade Commissioner for Korea, **Paola Bellusci**

19:00-21:00

Welcome cocktail

WEDNESDAY, March 9th

09:00-09:30

Registration of participants
(Four Seasons Hotel)

09:30-10:30

ITALY-KOREA BUSINESS FORUM

MC - H.E. Marco della Seta, Ambassador of Italy to Korea

- **Korean Institutional Representative**
- **Benedetto Della Vedova**, Under-Secretary for Foreign Affairs and International Cooperation
- **Korean Industry Representative**
- **Licia Mattioli**, President International Affairs Committee Confindustria
- **Korean Representative**
- **Riccardo Monti**, President Italian Trade Agency
- **Guido Rosa**, President International Affairs Committee ABI

- 10:30-11:00** Coffee Break
- 11:00-13:00** **Sectoral seminars and roundtables in parallel sessions:**
 - **AUTOMOTIVE**
 - **CONSUMER GOODS and COSMETICS**
 - **BIOTECH/BIOMEDICAL**
 - **MACHINE TOOLS** (*tbc*)
(for the EPC Sector will be organized meetings by the offices of local Korean companies)
- 13:00-14:00** **Buffet Lunch**
- 14:00-17:30** **Bilateral Business Meetings**
(for the EPC Sector will be organized meetings by the offices of local Korean companies)
- 18:15** Transfer from the Four Seasons Hotel to the Italian Ambassador's Residence
(30 minutes drive from the Four Seasons Hotel)
- 18:45-21:00** Reception offered by the Italian Ambassador to Korea
- 21.00** Transfer back to the Four Seasons Hotel

THURSDAY, March 10th

- 08.00-13-00** **Technical Visits**

AUTOMOTIVE

**VISIT to the Korean automotive manufacturer (HYUNDAI/KIA)
 And Meeting with the management**

CONSUMER GOODS and COSMETICS

**Fashion Trend Tour, Distribution Points (Department Stores), other
 potential Distributors met during the B2B**

BIOTECH/BIOMEDICAL

VISIT at "BIO CLUSTER" and Meeting with the management

EPC

MEETINGS at KOREAN COMPANIES' Headquarters

- To follow Return to the Four Seasons Hotel
- Evening Transfer from the Four Seasons Hotel to the International Airport of Incheon in connection with the flights of highest attendance