

INVITATION



DANISH ROYAL VISIT TO ITALY

6-8 NOVEMBER 2018

INDUSTRIAL RENAISSANCE – CATALYST FOR TOMORROW'S BUSINESS



On the occasion of the visit to Italy by Their Royal Highnesses the Crown Prince Couple of Denmark, the organising team is pleased to invite Danish companies to join the business delegation.

#danishroyalvisit
danishroyalvisit.dk/italy2018

DANISH ROYAL VISIT TO ITALY 2018

WHY ITALY?

The Italian economy is not only the European Union's third largest – it is also entering a new growth phase.

BACKGROUND

In 2017, industrial production went up by 3 per cent, and exports by 7 per cent, leading to a trade surplus of EUR 48 billion. Denmark and Italy share the same goals of creating growth and jobs through innovation and trade. Denmark and Italy are among the strongest supporters of free trade within the EU, making Italy an important business partner for Denmark.

WHY ATTEND?

The visit to Italy is designed for C-level and senior executives responsible for strategy, marketing/sales and business development, who are charged with driving market development and business innovation. Attendees will participate in two days of stimulating business meetings and gain new insights about the market opportunities in Italy, the third biggest market economy in Europe and the world's fifth largest manufacturing nation.

SECTOR FOCUS

Business activities, workshops and events during the visit will take place under three sector headings shown below. Please note that the final programme will be adjusted according to the expressed interests of the business delegation.

HEALTHCARE

Pharmaceuticals, medical devices, hospital services – and logistics, and assistive technology- and care.

URBAN & CLEANTECH

Water, wastewater, climate adaptation, sustainable energy, energy efficiency and smart cities.

FOOD & BEVERAGES

Food and beverages targeted retail and foodservice, raw materials for the food processing industry.

HOW TO SIGN UP?

Please complete the online registration form no later than **4 June 2018:**

danishroyalvisit.dk/italy2018/sign-up/

Upon registration, you will receive a confirmation mail of your participation and newsletters with relevant information.

The organisers will contact you to clarify your expectations.

Find more practical information on the last page.

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TENTATIVE PROGRAMME

The visit will take place on 6-8 November, 2018, in Rome. For more information about the sector specific contents of the programme, please visit danishroyalvisit.dk/italy2018. The latest version of the programme will be available on this website.

TIME	PROGRAMME ACTIVITY
TUESDAY 6 NOVEMBER	
	Arrival in Rome
LATE AFTERNOON	Welcome and briefing of the Danish business delegation
EVENING	Welcome reception
WEDNESDAY 7 NOVEMBER	
	Venue: Villa Miani
MORNING	Official opening
MORNING TO NOON	Industry sector seminars and activities
	Three industry tracks: (1) Healthcare (2) Urban & Cleantech (3) Food & Beverages
	Business networking activities
	Business lunch buffet
AFTERNOON	Plenary high-level panel discussion: Outlook on the EU and global industry agenda. Food: Cooking event and business networking (Venue: tbd)
EVENING	Grand Dinner Venue: Rome Cavalieri, Waldorf Astoria Hotels & Resorts
THURSDAY 8 NOVEMBER	
MORNING & LUNCH	Industry-specific site visits: Healthcare: State of the art new hospital in Rome Urban & Cleantech : Enel/Terna (World Energy Beaters) Food & Beverages: Optional site visit to supermarket or a food walk in the centre of Rome
AFTERNOON	Industry-specific site visits: Healthcare: Ministry of Health/Healthcare authorities Urban & Cleantech: ACEA – water for 12 million people. Food & Beverages: Optional site visit to supermarket or a food walk in the centre of Rome
AFTERNOON	Debriefing of the Danish business delegation
	Flight departure for Copenhagen at 18.40

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SECTOR FOCUS

The export promotion to Italy and the related business activities, partnering and events will focus on the following three industry tracks: Healthcare, Urban & Cleantech and Food & Beverages.

HEALTH – ITALY CARES

According to the World Health Organisation and Bloomberg Business, Italy has one of the world's best and most efficient healthcare systems with total expenditure for healthcare at EUR 149 billion. The life expectancy of Italians is among the highest in the world, and by 2050 Italy's old age dependency ratio will be among the world's highest, calling for services in relation to immobility and lifestyle related diseases. Chemists/pharmacies remain the main channels for pharmaceuticals and health products thanks to a strong consumer trust. The market for medical devices to hospitals and institutional buyers is around EUR 10 billion, and it is larger than EUR 30 billion for pharmaceuticals. The Italian public provision of healthcare services is bound to increase together with private health insurance schemes and complementary private citizen co-payment solutions.



URBAN & CLEANTECH – ITALY INVESTS

In 2018, Italy is the third leading country in Europe for energy consumption powered by renewable sources representing about 11 per cent of all renewable energy consumed in the European Union. More than one third of the electricity produced in Italy is renewable. Italy's National Energy Strategy for the next ten years sets out to invest EUR 110 billion in energy efficiency with a strong focus on residential buildings and e-mobility. Water consumption and water supply under current climate change scenarios is also a big concern and challenge for Italy, which on the other hand offers great market opportunities for Danish companies.



FOOD & BEVERAGES – ITALY LEADS

Italian consumers continue to drive innovation in the food and beverage industry by demanding less waste and more sustainability from the brands that they consume. Data show that consumers increasingly prefer brands that embrace authenticity, social engagement, traceable sourcing, clean labels, healthier ingredients and functional benefits. In Italy, the sale of organic products is increasing with more than 16 per cent, especially in supermarkets and hypermarkets, which is a sign that they are now mass consumer products. In addition, there is a growing demand for a more specialised supply that is not just "natural" but also tasty and original. Italian supermarkets look to this development and increasingly demand a higher degree of sustainability in the value chain of the products and brands they sell. This is an important trend, where Danish competences can play a central role.



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WHAT'S INCLUDED IN THE PRICE?

The participation fee is DKK 25,000 per company, which includes two representatives attending. The fee is based on a group of 50 participating companies and a subsidy from the Danish Trade Council.

The basic package includes:

- Pre-meeting in Copenhagen on 6 September at 10.00-12.30
You can join in person or online (webinar)
- Company presentation in the official brochure for the event
- One official company roll-up
- Targeted invitations to Italian partners to participate in relevant events
- Outreach to Danish and Italian media
- Welcome briefing by Denmark's Ambassador to Italy and the organizing team
- Welcome reception
- Official opening with high level participation
- Industry sector activities and plenary high-level panel discussion
- Business lunch (standing) with high level participation
- Grand Dinner with high level participation of Their Royal Highnesses the Crown Prince Couple. Each company will have 4 seats for their own participants and/or guests.
- Participation in sector site visit(s)
- Local transportation by bus between events in Rome.
- Debriefing

WHAT'S NOT INCLUDED IN THE PRICE?

Travel and hotel

Participants cover their own costs in relation to travel, hotel and local transport outside the official programme of the export promotion.

BCD Meeting & Events handles travel and hotel reservations for the event.

Upon registration, you will receive a travel proposal from BCD Travel, who will assist you. Please contact Susanna Vazques-Molina or Annette Paludan, delegation@bcdme.com for further information.

Additional participants

On top of the two company participants included in the standard package, it is possible to buy extra participation for the official opening, business lunch, access to the meeting venue, business seminars at the Villa Miani in Rome and site visit(s). Tickets are issued according to first come, first served.

The price is DKK 2,000 per additional company representative and includes the above, with the exception of the Grand Dinner.

Extra seats at the Grand Dinner

It is possible to buy extra seats for the grand dinner. Availability works according to first come, first served. The price is DKK 1,500 per extra seat.

PARTICIPATION FEE

The fee for participating is DKK 25,000. This covers two attendants from the same company.

Registration at:

danishroyalvisit/italy2018

ADDITIONAL INFORMATION

Please visit the website

danishroyalvisit.dk/italy2018

for more information about the sector tracks, programme updates and general information about Italy

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