Korea-Italy Business Forum in Rome

【Date & Venue】

March 27 (Monday), **Rome Cavalieri** (Via Cadlolo, 101, Roma)

【Detailed Program】

Time	Event	Place
9:30	Registration and coffee break	
10:00~11:30	**【Opening Session】** - Opening remark by Amb. Mr. Lee Yong-joon (5min) - Welcoming remark by Assessore for Economic Development Mr. Guido Fabiani of Regione Lazio (5min) - Presentation on "Business & investment environment of Korea" (Head of KOTRA Milano Mr. Jang Soo-young, 15min) - Presentation on "Recent developments and useful information for business activities of Korean companies in Italy" (TBD, Ministry of Economic Development, 10min) - Presentation on "Tourism in Italy & in Lazio" (Executive Director of ENIT Mr. Giovanni Bastianelli, 15min) - Introduction of Italian banks in the field of enterprise financing(5min) - Presentation or Video footage on Korean food promotion(5min)	language: English
11:30~13:00	**Networking session with light buffet lunch**	
12:30~	**【B2B session】** - **(Tourism)** B2B meetings between Korean tourist agencies and the regional governments(Tourism) - **(Food sector)** B2B meetings between Korean food producers, Korean importer-exporter and Italian distributors - **(Bank)** B2B meetings between Korean companies and Italian Banks - Other B2B meetings between Korean companies and Italian companies ☞ A detailed schedule for B2B meetings will be circulated by email in advance and posted in front of the meeting room.	