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**Energy, the new latitudes of globalization, economic growth, Europe Next Generation EU growth implications, immigration, the role of media in an ever complex and knowledge-intensive world are the themes that will be permanent residents of world's leader's agenda for a while**

**October, 9 2023** - A slate of prestigious institutions. Aspen US, Aspen Italy, Aspen Romania, SDA Bocconi School of Management in media partnership with CNBC, NEWEST, will host on October 10 in New York an innovative conference where leaders, moderated by CNBC talents - Michelle Caruso Cabrera and Sara Eisen - will propose solutions to these problems to inform policy-makers and the general public. CNBC will follow up in the months that follow with the ambition of creating a process of positive change in tackling these problems.

This will be the 10th edition of the International Business Exchange conference by NEWEST.

**Fernando Napolitano, Newest CEO:** "Governments struggle to respond to new crises and people's needs. A polarized media has lost the traditional equidistance. The governments' inability to intermediate effectively among contrasting and often conflicting interests, has increased the pressures on corporations to engage proactively for the common good. The public impression of competence, and the trust it engenders, has, in fact, tilted in favor of corporations. Far from suggesting that corporations step into politics, this conference aims to create the platform and a process to inform policymakers and stakeholders at large".

This conference coalesces prestigious leadership and academic institutions with CNBC as the media partner. The goal is to launch a platform to start building a broader audience to enable, overtime, responsible and informed choices. There will be a follow-up to the conference on the media platforms with the content developed on October 10th.



“CNBC is pleased to act as the media partner for the International Business Exchange Conference,” **said CNBC President KC Sullivan.** “We hope that through the open dialog taking place during the conference, the pressing issues facing global corporations and their CEOs will bring to the foreground how governments and corporate leaders can tackle their evolving roles in the face of changing expectations of citizens around the world.”

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The formula will innovate the traditional attend, listen and leave formula by fully leveraging the blend of content providers and the power of global media to extend the shelf-life of this gathering. CNBC will do the follow-up to see what has actually been achieved over time, which will then be the subject of the 2024 conference.

“This is a very timely gathering” **said Bill Mayer, Chairman Emeritus of The Aspen Institute** “to discuss the numerous and complex problems that the world faces. The economic and political wars, and climate challenges that we face are global as well as domestic and are obviously intertwined. How to prioritize them and deal with them involves dialogue, creativity, commitment, and compromise. There is a view that the problems are all too much to deal with, and to just let time take its course. That is a very naive view and this conference is a great forum to address these issues and develop some action initiatives.

“The European market” **adds Professor Stefano Caselli, Dean of SDA Bocconi School of Management,** “is facing extraordinary challenges and the overall design of the Recovery Plan not only offers resources for the development of physical and digital infrastructures but also to make a decisive leap in the field of sustainability. Competition on a global level requires large dimensions because it is thanks to their large size that companies attract the best talent and become a factor of innovation and investment. Europe's challenge is to support the development of global platforms, capable of having a decisive impact on employment and growth”

“The International Business Exchange Conference is undoubtedly a significant initiative to link US and Italy” **stated Giuseppe Castagna, CEO of Banco BPM.** “To cope with all the challenges that are currently shaping the global economy, it is crucial to share our experience and promote an open discussion. We should reconsider the relations

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between countries and how we share knowledge and expertise by breaking down the physical boundaries that divide us. That is the only way to exploit the opportunities that a complex economic environment like ours can offer”.

## Agenda

The conference will address five topics crucial to the current debate: Energy, What shape will new globalization take and China, The role of media, EU Recovery Fund. Why Europe Matters and EU corporate scale to compete globally and Immigration. The focus of the debates will be on possible, implementable and achievable solutions.

All the informations and the agenda of the conference will be available at [www.newestcorp.com](http://www.newestcorp.com)

## About Newest

NEWEST is a New York-based organization dedicated to strengthening business ties between Europe, particularly Italy, and the United States. His mission is to facilitate meaningful dialogue and collaboration across the Atlantic, with a focus on enhancing business understanding.

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