

Panelist 10th International Business Exchange conference

Europe and US Business Cooperation and Leadership in Challenging Times

Welcome Remarks

Fernando Napolitano
President & CEO, NeWest



Fernando Napolitano is the Founder and CEO of NEWEST, 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.

With over two decades of professional experience, Fernando has held pivotal roles in renowned organizations, including a partnership at Booz Allen Hamilton, where he served as Managing Director in Italy from 2001 to 2011.

He is widely recognized for his contributions as a board member of prominent companies such as Mediaset S.p.A., Albany Molecular Research Inc. (AMRI NASDAQ), and ENEL S.p.A., and his involvement with

esteemed institutions like the Aspen Institute Italia and the Council on Foreign Relations in New York.

Fernando is also a respected author, co-authoring "Megacommunities: How leaders from government, business, and non-profits can tackle global challenges together" in 2008 and "IRG, Influence, Relevance & Growth for Changing World. How to survive and thrive beyond ESG" in 2023.

He holds educational qualifications from prestigious institutions, including Harvard Business School and Brooklyn Polytechnic University, and graduated with honors in Business Administration and Commerce from the University Federico II Napoli.

Outside of his professional pursuits, Fernando has a strong passion for water polo, having captained Canottieri Napoli and achieved the title of European Champion U. 21 in 1984 as a member of the National Italian water polo team.

Fernando's diverse career and commitment to fostering international collaboration make him a prominent figure in the world of transatlantic business relations. His work continues to shape and inspire greater understanding and cooperation between Europe and the USA.

He graduated with honors in Economy from Federico II University in Naples, Italy, MSM from Brooklyn Poly (now NYU), AMP from Harvard Business School.

Mariangela Zappia

Ambassador of the Italian Republic to the United States of America



Mariangela Zappia is an esteemed career diplomat with an impressive four-decade-long career, currently serving as the Italian Ambassador to the United States of America. Notably, she is the first woman in Italian history to hold this prestigious position, marking a significant milestone in her career. Throughout her illustrious diplomatic journey, Zappia has held a series of key roles, showcasing her expertise in international relations. Some of her most notable experiences include serving as the Permanent Representative of Italy to the United Nations in New York from 2018 to 2021, where she represented Italy on the global stage. Prior to that, she served as the Diplomatic Advisor to the Prime Minister of Italy and as the G7-G20 Sherpa from 2016 to 2018, playing a crucial role in shaping the nation's foreign policy. Her international assignments also include serving as the Permanent Representative of Italy to NATO in Brussels from 2014 to 2016 and as the Head of the European Union Delegation to the UN and other International Organizations in Geneva from 2011 to 2014.

Zappia's commitment to her country's international engagement extends further, as she played a pivotal role during Italy's G8 Presidency in 2009, focusing on issues like violence against women and women's contributions to peace and security.

Education-wise, Zappia holds a master's degree in Political Science and International Relations from the University of Florence, along with a post-graduate degree in Diplomatic and International Relations from the same institution. She has also undergone high-level training in diplomatic practice and management at the Diplomatic Academy of the Italian Ministry of Foreign Affairs in Rome.

Beyond her diplomatic duties, Zappia is a published author, known for her contributions on the Reform of the Security Council and Italy's involvement in UN peacekeeping operations. She is a respected speaker on Italian foreign policy and global affairs and is fluent in both English and French, with a good knowledge of Spanish.

In recognition of her outstanding contributions, Zappia has been honored with the "Commendatore" (Commander) decoration of the Order of Merit of the Italian Republic and received the "Mela D'Oro" award in 2019 for her work in advancing women's roles in public institutions. In 2022, she was honored with the "Top Diplomacy" award by the Fondazione Guido Carli.

Modern Times, Unprecedented Geopolitical Challenges. A Conversation

Michael Froman

Ambassador, President of the Council on Foreign Relations



Ambassador Michael Froman is president of the Council on Foreign Relations. He previously served as vice chairman and president of strategic growth at Mastercard and chairman of the Mastercard Center for Inclusive Growth. He was also a distinguished fellow at the Council from 2017 to 2023.

Froman served in President Barack Obama's cabinet as the U.S. trade representative from June 2013 to January 2017. From January 2009 to June 2013, he served at the White House as assistant to the president and deputy national security advisor for international economic affairs, where he was responsible for coordinating policy on international trade, finance, energy, climate change, and development issues, and served as the U.S. sherpa for the Group of Twenty and Group of Eight summits.

Prior to joining the Obama administration, Froman held a number of roles at Citigroup. He was also a senior fellow at the Council and a resident fellow at the German Marshall Fund.

In the 1990s, Froman spent seven years in the U.S. government. He served as chief of staff and as deputy assistant secretary for Eurasia and the Middle East at the U.S. Department of the Treasury. He also worked at the White House as director for international economic affairs at the National Security Council and the National Economic Council.

Froman received a bachelor's degree in public and international affairs from Princeton University, a doctorate in international relations from Oxford University, and a law degree from Harvard Law School, where he was an editor of the Harvard Law Review.

Banking, Economy, Governments, and the War

Giuseppe Castagna
Ceo, Banco BPM



He has held important positions with the Intesa Sanpaolo Banking Group, where he worked from 1981 to 2013, taking over the management of Banco di Napoli, Banca dei Territori Division and covering the position of General Manager of the Intesa Sanpaolo Group. From 2003 to 2013 he was Board Member in several banks and other financial intermediaries. After resignation from Intesa Sanpaolo Group in June 2013, Giuseppe Castagna was appointed as chairman of Italian Private Debt Initiative of Muzinich & Co. From 2014 to December 2016 he was General Manager and CEO at Banca Popolare di Milano and since January 2017 he has been CEO of the new Group Banco BPM. In 2020, he is awarded the title of Cavaliere del Lavoro by the President of the Italian Republic, Sergio Mattarella.

Francesco Cardinali
Senior Country Officer, J.P. Morgan Italy



Francesco Cardinali is the Senior Country Officer for J.P. Morgan in Italy. In this role he leads J.P. Morgan's Italian franchise encompassing the Corporate Investment Banking, the Commercial Banking and the Asset and Wealth Management businesses.

Francesco spent his entire professional life at J.P. Morgan. He joined the firm in London in 1996 as a graduate and worked in the investment banking Financial Institutions Group, executing major M&A and corporate finance transactions for European clients and maintaining a strong focus on Italian banks and corporates. In 2002 he joined the EMEA Equity Capital Markets (ECM) team in London, assuming first the responsibility of the Italian ECM practice to become later head of ECM for the Southern European region. In 2016 he was appointed co-head of ECM Equity Solutions for Europe, Middle East and Africa. Francesco holds a MBA from Harvard Business School and a degree in Financial Institutions and Markets from Università Bocconi. He is based in Milan.

Stefano Caselli
Dean, SDA Bocconi School of Management



Stefano Caselli is Dean of SDA Bocconi School of Management (since November 2022), and is Full Professor of Economics of Financial Intermediaries (since 2007) and Algebris Chair in "Long-Term Investment and Absolute Return" (since 2019) at Bocconi University. He is also a member of the Steering Committee of SDA Bocconi School of Management since 2006. He served as Pro-Rector for International Affairs at Bocconi University from 2012 to 2022, and as part of his international activities, he has been responsible for academic relations with Bocconi's more than 280 partner universities and business schools and held various roles within major international academic networks. From 2019 to 2021 he was Chairman for EMEA of PIM - Partnership in International Management, the longest-running network of universities and business schools in the field of

economics, founded by NYU-Stern in 1974. He conducts domestic and international research on the subject of the relationship between the banking system and the industrial system and is the author of numerous

publications and essays on the subjects of investment banking, corporate governance and bank strategy, private equity and development finance. His articles have been published in: Journal of Financial Stability, Journal of Financial Intermediation, Journal of Banking and Finance, European Financial Management, Journal of Financial Services Research, Journal of Applied Corporate Finance, and Economics & Management. Since 2005, he has been a columnist for Corriere della Sera's Economy, as well as a commentator on radio and television programs for RAI and Class-CNBC, and a member of the advisory board of "Rivista di Politica Economica.»

What shape will new globalization take? The “indispensable” relationship with China?

Regina Abrami

Chang Sun Term Professor, Lauder Institute of Management & International Studies Wharton – University of Pennsylvania



Dr. Regina Abrami is an award-winning teacher, public speaker, and author of *Can China Lead? Reaching the Limits of Power and Growth*. She currently serves as the Chang Sun Term Professor, Faculty Director of the Global Program at the Lauder Institute of Management & International Studies, and Director of Perry World House’s Graduate Associates Program. Well-known for her passion for changemakers, the practice of strategic foresight, and leadership development, Dr. Abrami is a 2017 Aspen Institute “Ideas Worth Teaching” award recipient for her course on foresight for future worlds. In addition, she has won multiple awards for her Wharton School course

“Competing in, Competing with China.” Prior to joining the Lauder Institute, Dr. Abrami was on the faculty of Harvard Business School where she taught in their MBA, Doctoral, and Executive Education Programs.

William E. Mayer

Chairman Emeritus, Aspen Institute



William E. Mayer is chairman emeritus of the Aspen Institute. He is also a partner at Park Avenue Equity Partners, a private equity firm he founded in 1999. From 1992 to 1996, Mayer was a professor and dean of the College of Business and Management at the University of Maryland. During his tenure, he organized and led an effort that significantly improved the school’s programs and it became one of the top 25 ranked business schools in the country. Previously, Mayer served as a professor and dean of the Simon Graduate School of Business at the University of Rochester and worked for the First Boston Corporation (now Credit Suisse) for 23 years, where he held numerous management positions including president and chief executive officer.

Alec Ross

Distinguished Visiting Professor, Bologna Business School



Alec Ross is a New York Times best-selling author and Distinguished Adjunct Professor at the business school of the University of Bologna. He is the author of *The Raging 2020s: Companies, Countries, People and the Fight for Our Future* and *The Industries of the Future*. His books have been translated into 24 languages and been best-sellers on 5 continents.

He is a Board Partner at Amplo, a global venture capital firm and sits on the board of directors for companies in the fields of technology, finance, manufacturing, media, education, human capital and cybersecurity. He has served as a Distinguished Senior Fellow at Johns Hopkins University and as a Senior Fellow at the Columbia University School of International & Public Affairs.

His writing has appeared in publications including The Wall Street Journal and Foreign Policy. His academic writing has appeared as the journal cover articles in publications including the SAIS Review of International Affairs and the NATO Review.

During the Obama Administration, he served as Senior Advisor for Innovation to the Secretary of State, a role created for him to help modernize the practice of diplomacy and bring innovative solutions to advance America's foreign policy interests.

Alec served as the Convener for the Technology & Media Policy Committee on Barack Obama's 2008 presidential campaign and served on the Obama-Biden Presidential Transition Team.

He co-founded and helped lead a technology-focused social enterprise and grew it from modest origins in a basement into a global organization serving millions of low-income people, with programs on four continents.

Among recognitions: U.S. Department of State Distinguished Honor Award, Oxford University Internet & Society Award, Top 100 Global Thinkers by Foreign Policy Magazine, National Consumers Union,

Massimiliano Dona Award, "For his commitment on the frontier of change, his gaze to the future and his step into the reality of a world that in order to change cannot betray the trust of consumers."

Alec started his career as a sixth grade teacher through Teach for America in inner-city Baltimore.

EU Recovery Fund. Energy. Why Europe Matters and EU corporate scale to compete globally

Marcello Cattani
President, Farmindustria



Marcello Cattani has been president and CEO of Sanofi Italy and Malta since 2020. Born in Milan in 1971, he is married, has two children and resides in Parma. He holds a degree cum laude in Biological Sciences with a biomolecular focus and a specialization in Food Chemistry and Technology, both from the University of Parma. In more than 20 years he has held roles of increasing responsibility at national and international level, gained in several leading global biopharmaceutical companies (Sanofi, Sanofi Genzyme, Bristol Myers Squibb, Procter & Gamble Pharmaceuticals). Marcello Cattani has been President of Farmindustria since July 2022. Before becoming president in

Farmindustria, he was delegate for industrial relations and also coordinated the association groups on prevention and rare diseases. He is on the General Council of Confindustria and is also a member of the Groups: Technical Life Sciences and International Foreign Investment/ABIE. Since 2020, he has been a member of the General Council of Assolombarda and the Board of Directors of Assobiotec. He is also a member of the General Council of Federchimica for 2022-2024. Since October 2022 he has been President of Club Santé Italia, which brings together 40 French companies in Italy in the medical-pharmaceutical field. In 2019, he was awarded "Manager of the Year for the Pharma Sector" by the 100 Italian Excellence Award Initiative.

Luigi Ferraris
CEO, Ferrovie dello Stato Italiane Group



Luigi Ferraris has served as CEO of Ferrovie dello Stato Italiane since June 2021. He was CEO and General Director of Terna from 2017 to 2020.

Previously, from 2015 to 2017, he was CFO of Poste Italiane Group, where he led the company's listing on the Italian Stock Exchange.

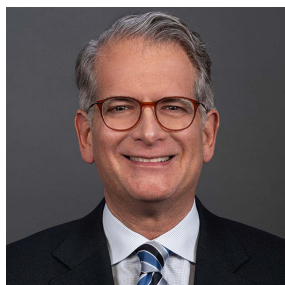
Ferraris was part of the Enel Group from 1999 to 2015, holding senior managerial roles including Group CFO, Chairman of Enel Green Power, Director of the Spanish subsidiary Endesa, Director of the Chilean subsidiary Enersis and Head of Latin America.

Ferraris began his career in auditing at PriceWaterhouseCoopers; he later held several managerial positions in major Italian and international companies, such as Agusta, Piaggio VE, Sasib Beverage, Elsag Bailey Process Automation and Elsacom (both subsidiaries of the Finmeccanica Group). He holds a degree in Economics

from the University of Genoa and is Professor of Corporate Strategy at the LUISS

Guido Carli University of Rome, where he has also held university courses in Business Strategies and Corporate Strategies as well as MBA courses on Energy Management, Planning and Control, Management Control Systems and Advanced Corporate Finance. From April 2015 to April 2017, he was an Independent Director of the energy company ERG SpA, listed on the Italian Stock Exchange. Luigi Ferraris is married, father of two sons, a mountain lover and passionate about classical music.

Jules Goffre
Board Member, Symanto; Partner Emeritus, Kearney



Jules Goffre is Chief Solutions Officer and Board Member of Symanto Research GmbH. Symanto is an AI scale-up in Consumer and Value Creation Insights at the cross-section of Psychology, Analytics and AI. Symanto prides itself in understanding the behavior and intrinsic motivations of people whether they be employees, consumers, customers. Jules is also Partner Emeritus with the

consulting company Kearney, where he served over 20 years as Managing Director and Senior Partner. He joined A.T. Kearney in 1989, where he held various leadership positions in Operations and in Data & Analytics and contributed to building up Kearney's presence in Eastern Europe after the fall of the Wall. As part of the current role at Symanto, Jules is managing a portfolio of offerings that is currently being scaled for Private Equity and Corporates across the world. These includes the following Solutions: Digital Growth Scan, Competitive Radar, ESG+ and IRGTM Assessments, Adjacent Growth Targeting. Before joining A.T. Kearney Jules held positions as Industrial Engineer at Alfred Teves GmbH and Risk Analyst at Citicorp's North Investment Bank. He holds a B.S. in Applied Mathematics and an M.S. in Industrial Engineering with a specialization in Operations Research both from Columbia University, School of Engineering. Jules Goffre has served in several expert panels and speaks regularly at conferences on topics of "Impact of AI in Private Equity and Corporate M&A", "AI in business", "AI in FinTech", "AI-based leads generation", "Customer Insights via Net Sentiment Analysis", "Competing on Analytics", "Data and Analytics Transformation", "Analytics-enabled Collaboration", "Performance management", as well as on various Operations and Procurement related topics. Jules is also very outspoken when it comes to making AI more human-centric and humane. Jules is based out of Symanto's HQ in Nürnberg, Germany.

Cristian Pirvulescu

Director, Aspen Romania Energy & Sustainability Program; CEO, Enevo



Cristian Pirvulescu is a Romanian entrepreneur and energy expert. As co-founder and CEO of ENEVO GROUP, Cristian built an international company having solid expertise as EPC Contractor for power generation, transmission and distribution, SCADA, DCS and automation projects, renewable power and cybersecurity for critical infrastructures. Under his leadership, ENEVO grew its business on 4 continents, with offices in Romania, Germany, The Kingdom of Saudi Arabia and the UK, working for the most prestigious utilities in the world. He has carefully put together over the years young engineers and ambitious individuals to form a multidisciplinary team able to implement a wide range of digitalization and energy transition type of projects, encouraging the development and adaption of new technologies.

From energy dispatch centres, energy efficiency projects, complex automation and smart grid applications to technology development for ensuring the cybersecurity of the power grid, the company became a market leader and a highly respected engineering partner.

Immigration

Francesca Coloni COO, US Personal Banking Analytics at Citi



Francesca Coloni is the COO of US Personal Banking Analytics at Citi since July 2021. Her COO role expands over an organization of around 200 analysts and data scientists in the US and 480 in India. Her COO team oversees Financials, Operations, Communication and strategic initiatives for the Analytics team. She moved to New York from Madrid in 2013 to lead the Commercial Strategy team at Thomson Reuters. In 2019 she joined Intercontinental Exchange (ICE) in NY to transform their Data business and set up the Commercial Strategy and Pricing function.

A Bocconi graduate class 1997 she began her career in Reuters Italy on the first assignment of an international graduate program that took her to live in Rome, London, Frankfurt, Tel Aviv, Nicosia, Madrid.

Leading high performing global teams and driving corporate wide initiatives, with a strong emphasis on transformation, pricing and go-to-market strategies are the

hallmarks of her career.

Francesca has always been an active member of the Bocconi Alumni community: she is one of the founding members of the Madrid chapter which she helped establish when she moved there in 2006 and has led the fundraising efforts of the NYC Alumni Chapter to achieve the \$20K target in 2021. She is a Board Member and Treasurer of Friends of Bocconi.

Michael H. Posner Professor & Director, Center for Business and Human Rights at NYU Stern School of Business



Michael H. Posner is the Jerome Kohlberg Professor of Ethics and Finance at NYU's Stern School of Business. He is the Director of the Center for Business and Human Rights at the School, the first-ever human rights center at a business school. Prior to joining NYU Stern, Posner served in the Obama Administration from 2009-2013 as Assistant Secretary of State for the Bureau of Democracy, Human Rights and Labor. In 2010 he chaired the Voluntary Principles on Security and Human Rights. From 1978 to 2009, he led Human Rights First, a New York-based human rights advocacy organization.

Posner is recognized as a leader and expert in advancing a rights-based approach to national security, challenging the practice of torture, combating discrimination, and refugee protection. He is a frequent public commentator on these issues, and has testified dozens of times before the U.S. Congress. As Assistant Secretary, Posner traveled extensively, representing the U.S. Government to foreign officials and representatives of civil society in countries of strategic importance to the United States, including China, Russia, Egypt, Burma, Bahrain, Nigeria, Afghanistan, and Pakistan, among many others.

Throughout his career, Posner has been a prominent voice in support of human rights protections in global business operations in the manufacturing supply chain, the extractives industry, and the information and communications technology sector.



Reggie Van Lee Senior Advisor & former Chief Transformation Officer, The Carlyle Group

Reggie Van Lee is a Senior Advisor at the Carlyle Group. He was formerly a

Partner and Chief Transformation Officer at Carlyle helping ensure that the firm was maximizing its market competitiveness, driving growth, and operating most effectively and efficiently as an institution. He was also a member of Carlyle's Operating Committee.

Prior to Carlyle, Reggie spent 32 years at Booz Allen Hamilton, where, before he retired as Executive Vice President, he led numerous business units across multiple industries. Prior to Booz Allen, he served as a research engineer with Exxon's production research company.

Reggie is a member of the board of directors of Fortitude Re, Gallup Inc, Deep Labs, OmniSpeech, the Women's Venture Capital Fund II, National CARES Mentoring Movement, John F. Kennedy Center for the Performing Arts, Blair House Foundation and Studio Museum in Harlem. He also serves as the Chair of the Washington DC Commission on the Arts and Humanities, appointed by Mayor Muriel Bowser. He was named one of the top 25 consultants in the world by Consulting Magazine, selected as a Washington Minority Business Leader by the Washington Business Journal and named Black Engineer of the Year by Black Engineer magazine. He holds both a Bachelor of Science and a Master of Science in Civil Engineering from MIT and an MBA from Harvard University.

The Role of Media

Stephanie Mehta CEO, Mansueto Ventures



Stephanie Mehta is chief executive officer and chief content officer of Mansueto Ventures, publisher of Inc. and Fast Company. She previously served as editor-in-chief of Fast Company, where she oversaw digital, print, and live journalism. Under her leadership Fast Company was a National Magazine Award finalist in design for three years in a row, and the title added two new annual conferences. She has worked as a writer and editor at Vanity Fair, Bloomberg Media, Fortune, and The Wall Street Journal. Mehta sits on the boards of the American Society of Magazine Editors, the Women's Forum of New York, and Airbel Impact Lab, the research and innovation arm of the International Rescue Commission.

Nik Deogun CEO of the Americas, U. S. Senior Partner New York



Nikhil Deogun has served as CEO of the Americas and U.S. Senior Partner for Brunswick Group, a critical issues advisory firm, for nearly five years, following a 25-year career as a media executive and journalist.

From Brunswick's New York office, Nik leads the firm in the region, overseeing its core advisory, as well as creative, arts, research and digital practices in the

Americas and has navigated a transformational period of growth since he took the helm in 2018. Nik is also an advisor to the leaders and boards of

corporations, universities, nonprofit organizations and cultural institutions, drawing on his nearly thirty-year career at the intersection of journalism and business to counsel them on their most reputation-defining moments.

Nik joined Brunswick from CNBC where for nearly nine years he held several senior management and leadership roles, including Editor in Chief and Senior Vice President, Business News. In this role, he managed the network's news content, coverage and production. He was responsible for all the editorial content for daily live news programming, working closely with anchors, reporters and producers, as well as CNBC's award-winning network specials, documentary and news programs. He also helped build and lead CNBC's events and conference business.

In addition to his management roles at CNBC, Nik previously held senior management and leadership roles in a long and distinguished career at The Wall Street Journal. He was Deputy Managing Editor and international editor of The Wall Street Journal overseeing the Journal's network of international bureaus and correspondents as well as its Money & Investing section during the 2008 financial crisis. Prior to this, he was a well-respected M&A reporter for the paper, before becoming editor of the Media & Marketing group, where he oversaw all news coverage of the media, entertainment, consumer products, fashion and retail sectors. He also served as Deputy Bureau Chief in Washington, D.C. for three years where he oversaw regulatory and investigative coverage for the paper.

Nik is actively involved in a number of civic causes, serving on the Board of Directors of the US India Strategic Partnership Forum. He is on the American Board of Trustees for the Arthur F. Burns Fellowship, the Board of Trustees of Muskingum University, his alma mater, the Board of Advisors of the Knight-Bagehot Fellowship in Economics and Business Journalism at Columbia University, and the Board of the Reporters Committee for Freedom of the Press. He received his master's degree from the University of Missouri-Columbia

KC Sullivan

President, CNBC



KC Sullivan is President of CNBC, the recognized world leader in business news. He is responsible for the network's TV and Digital news operations, original primetime programming and subscription products. A thirteen-year veteran of NBCUniversal, Sullivan has spent more than a decade in leadership roles across the company's portfolio in both the U.S. and overseas. Most recently, Sullivan served as President & Managing Director of Global Advertising & Partnerships for NBCUniversal based in London. In that role, he created the Global Partnerships team, which tripled revenue during his tenure, and established a strong partnership with Sky Media in the United Kingdom, Italy, and Germany and formed a new partnership with the RTL Ad Alliance. Before that, Sullivan spent seven years as President and Managing Director of CNBC International, responsible for managing and growing CNBC's assets in Europe, the Middle East, Africa (EMEA) and the Asia Pacific region. While there, he opened bureaus in Abu Dhabi, Dubai, and China, launched partnerships in Indonesia and Thailand, and created "East Tech West," a multi-year, industry-leading tech event in the Guangdong region of China. He first joined NBCUniversal in 2009, serving as CNBC's Chief Financial Officer where he led the company's global financial operations. Three years later, he became CFO for the NBCUniversal News Group, where he was responsible for the finance operation across all television, cable and digital news properties. Sullivan began his career at General Electric as part of the company's Financial Management Program in GE Plastics before moving on to larger roles across the organization in departments including GE's Corporate Audit Staff and GE Healthcare Medical Diagnostics. Sullivan holds a bachelor's degree in History from the College of the Holy Cross in Worcester, MA.