



NAPLES, 26-27 MAY 2025

AGENDA

A NEW SOFT POWER FROM THE EXPANDED MEDITERRANEAN TOWARDS THE CHANGING WORLD

Monday 26 MAY

New Economic and Digital Connectivity

h 10:30 - 13:30
Aula Magna, Centro Congressi
Federico II University *

The conference received the **Medal of the President of the Republic**. This award will be illustrated by Amb. **FABIO CASSESE**, Diplomatic Advisor to the President

Message from the Prime Minister of France
FRANCOIS BAYROU

Welcome Remarks
MATTEO LORITO
Dean University of Naples Federico II

Remarks
GAETANO MANFREDI
Mayor of Naples and President ANCI
(National Association of Italian Municipalities)

Videomessage
ADOLFO URSO
Minister of Enterprises and Made in Italy

Introduction
FRANCESCO RUTELLI

Moderators
VINCENZO DE LUCA
Ambassador
PAOLA PICA
journalist

Speakers

ALBERTO TRIPI
President Almaviva Group

ENRICO MARIA BAGNASCO
CEO TIM Sparkle

FATIH BIROL
Executive Director, International Energy Agency (IEA)
(remotely connected)

AURELIANO CICALA
General Director MSC CRUISES ITALY

YUAN DING
Professor and former Dean CHINA EUROPE
INTERNATIONAL BUSINESS SCHOOL - CEIBS

FATOU JENG
Former Climate Advisor to the United Nations Secretary
General (YAG); executive Office of the UN Secretary General

ROBERTO NAPOLETANO
Direttore Il Mattino

LORD CHARLES POWELL
Foreign Affairs Adviser to Prime Minister Margaret Thatcher

BARBARA QUACQUARELLI
Professor, University of Milano Bicocca - Director, MIT Sloan
Management Review Italia

* Naples - Via Partenope, 36

Monday 26 MAY



Institute of
European
Democrats

CONFERENCE HOSTED BY IED
(Institute of European
Democrats, Brussels)

The Transformative Role of Culture, Cultural Diplomacy and Creative Industries

h 15:00 - 17:00
Aula Magna, Centro Congressi
Federico II University *

Moderator
CRISTINA BATTOCLETTI
writer and journalist Il Sole 24 Ore

Videomessage
CHARLES RIVKIN
Chairman and CEO of the Motion
Picture Association (MPA)

Speakers

ANA LUIZA MASSOT THOMPSON-FLORES
Director UNESCO Liaison Office in Geneva

GABI SCHMIDT
Bavarian State Government's Commissioner for Volunteering

SNEŠKA QUAEDVLIEG-MIHAILOVIĆ
Secretary-General of Europa Nostra

GENNARO COPPOLA
CEO One More Pictures

SAMIA NKRUMAH
Board of Trustees of the Bibliotheca Alexandrina

GIOVANNI LOMBARDI
President Advisory Board Museo e Real Bosco di Capodimonte

ARIANNA TRAVIGLIA
Coordinator Center for Cultural Heritage Technology (CCHT)

Conclusions
ALESSANDRO GIULI
Minister of Culture (Italy)

* Naples - Via Partenope, 36

Tuesday 27 MAY



UNIVERSITÀ DI NAPOLI
L'ORIENTALE

IN PARTNERSHIP WITH THE
UNIVERSITY OF NAPLES
"L'ORIENTALE"

Strategic Dialogue & Solutions for the Eastern Mediterranean Region

h 11:00 - 12:30
Sala Convegni, Università
Orientale di Napoli *

Welcome Remarks
ROBERTO TOTOLI
Dean Università di Napoli "L'Orientale"

Coordinator
LUIGI GIANNITI
Head of the Research Department Italian Senate

Roundtable

PIETRANGELO BUTTAFUOCO
President La Biennale di Venezia

BENEDETTO CARUCCI VITERBI
Rabbi and writer

HRH PRINCE TURKI AL-FAISAL AL SAUD

CARDINAL PIERBATTISTA PIZZABALLA
Patriarca Latino di Gerusalemme

Conclusions
**HRH PRINCE EL HASSAN
BIN TALAL OF JORDAN**

* Naples - Via Chiatamone 61/62

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