

# BUSINESS & IPR PROTECTION SUMMIT



LUISS



ITCA

ITALIAN TRADE AGENCY  
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane



sace simest  
gruppo cdp



CONFINDUSTRIA  
MODA

INDICAM

Istituto di Centromarca  
per la lotta alla contraffazione

**AGENDA: TUESDAY, NOVEMBER 26, 2019 8:45AM – 7:00PM @ LUISS UNIVERSITY, Viale Pola 12, ROME**

08.45	Registration	
09.45	<b>Welcoming Remarks</b> <b>Andrea Prencipe - Rector, Luiss University</b> <b>Michael Evans - President, Alibaba Group</b>	
10.15	<b>Keynote: Supporting Italian Business</b>	<b>Alessia Morani - Under Secretary of State, Ministry of Economic Development</b>
	<i>"Making it easy to do business anywhere"</i>	
10.30	Alibaba's Economy	Rodrigo Cipriani Foresio - General Manager, Alibaba Group & Alipay, South Europe
10.40	Tmall - Gateway to China	Christina Fontana - Head of Fashion and Luxury, Tmall Europe
10.50	Alibaba.com - B2B Export Worldwide	Lisa Gao - EMEA Marketing & Business Development, Alibaba.com
11.00	Alipay	Piero Candela - Senior Business Development Manager, Alipay South Europe
11.10	<b>Panel Session: Exploring Case Histories</b>	Moderator: Manfredi Minutelli - Country Key Accounts, Alibaba Group South Europe Panelists: Marvis, Olearia Clemente, Crimark
11.30	Made in Italy – 'Sources'	Michele Costabile - Professor of Marketing and Entrepreneurship, Luiss University
11.40	<b>Panel Session: "Make It Even Closer"</b>	Moderator: Manfredi Minutelli - Country Key Accounts - Alibaba Group South Europe Panelists from Poste Italiane, Sace Simest, Aeroporti Di Roma
12.00	Awards Ceremony	
12.15	<b>Networking Lunch</b>	
	<i>"Protecting and Enforcing Intellectual Property Rights"</i>	
13.30	<b>Keynote:</b>	<b>TBA</b>
13.40	Collaboration in IPR Protection	Stefano Vaccari - Head of the Anti-fraud, Italian Ministry of Agriculture
13.55	Fashion Industry's Perspective	Serena Moretti - General Counsel, Confindustria Moda
14.10	Brand Protection in the Digital World	Claudio Bergonzi - Director General, Indicam
14.25	Alibaba's IPR Protection Program	Matthew Bassiur - Vice President, Head of Global IP Enforcement, Alibaba Group
15.00	<b>Refreshment Break</b>	
15.20	Partnerships for Success	Bob Barchiesi - President, International Anti-Counterfeiting Coalition (IACC)
15.30	Holding Counterfeiters Criminally Accountable	Major Gianluca Donno - Guardia Di Finanza
15.45	IPR Protection - New & Emerging Digital markets	Professor Gustavo Olivieri - Luiss University
16.00	<b>Panel Session: Q &amp; A</b>	Moderator: Dan Dougherty - Senior Director, Global IP Enforcement, Alibaba Group Panelists from IACC, Indicam, Confindustria Moda, Guardia di Finanza.
16.25	<b>Closing Remarks</b>	
16.30 – 17.00	Supplemental Session, Alibaba's IP Protection platform and the Market Safe Expansion Program	Stephanie Yu - Manager, Global IP Enforcement, Alibaba & Lara Miller - Vice President, IACC
16.30 – 19.00	<b>Networking / Cocktail Reception</b>	

**There will be opportunities for one-to-one meetings with representatives from Government, Associations & Alibaba both during and after the event. If you are interested, please indicate so upon registering.**