

AGENDA 2019

BUILD TRUST

Regenerate confidence to look far

Trust is a key element in any relationship, not only in relationships among people, but also in relationships between people and organizations. In the same way, relationships between retailers and manufacturers are based on trust, which needs to be built, developed and maintained over time.

Even though trust plays a crucial role in relationships, it is now threatened by a deep crisis which hits media, experts and technicians, politicians and banks, institutions and universities and which is even more intense in our country. Building and maintaining trust are key themes both to us and to businesses. The competitive advantage lies nowadays in the opportunity to build an intense and continuous relationship with the consumer based on I trust you.

This is the reason why Linkontro 2019 will be the perfect occasion to think about factors which influence trust and about its consequences on our economy. The issue of trust is made even more urgent and important by some phenomena that are characterizing the current competitive scenario, such as:

- The consumer is increasingly sensitive to hidden characteristics in the purchasing relationship such as integrity, ethics, sustainability, the protection of privacy and all data produced within the relationship.
- The importance of the reputation for reliability in determining the success of a brand, product or service.
- Increasing importance of digital spaces where there is no direct contact but trust is mediated by technology.
- The weight of social media in determining the level of consumer confidence in a certain product, brand or company compared to traditional media and advertising.

There are great reasons to attend Linkontro 2019.

Thursday, May 16th

17:30

OPENING

Chair: **Jole Saggese** – Class CNBC

Welcome to the Trust-Enabled Economy
John Tavolieri – Nielsen Global Connect

Trust and preparation for extraordinary discoveries

Maurizio Cheli – Astronaut

In conversation with: **Jole Saggese** – Class CNBC

Italy in a changing world

Paolo Magri – ISPI

In conversation with:

Giampaolo Musumeci – Radio24

19:00

SESSION END

Friday, May 17th

08:45 Chair: **Jole Saggese** – Class CNBC

Trust to look far

Vincenzo Perrone – Università Bocconi

AROUND US

Carlo Cottarelli – Università Cattolica

Considerations about Italian economy

Domenico De Masi – Università La Sapienza

A simple revolution

In conversation with: **Andrea Cabrini**

Antonio García de Castro

San Telmo Business School

presents:

Peter Brabeck-Letmathe

Board of Trustees, World Economic Forum

Trust and Globalization 4.0

TRUST AND BUSINESS

Jole Saggese – Class CNBC in conversation with:

Armando De Nigris – Acetificio Marcello De Nigris

Giorgio Santambrogio – Gruppo VEGÉ

Leo Wencel – Nestlé

Building Trust requires Relevant Innovation

Milan Turk – Procter & Gamble

14:45 **THE VALUE OF ITALIANITY**

Chair: **Stefano Cini** – Nielsen

Relevance.

The life cycle of the products on labels

Marco Cuppini – GS1

Traceability.

Renew trust through the supply chain

Francesco Cecere – Coop Italia

Territoriality.

A trip together through the Regions of Italy

Mario La Viola – CRAI

System.

Protection consortium: a growth engine

Nicola Bertinelli – Consorzio Parmigiano Reggiano

16:45

SESSION END

Saturday, May 18th

08:45

THOUGHTS ABOUT THE FUTURE OF RETAIL (The future has to be imagined)

Beppe Severgnini conversation with:

Christian Centonze – Nielsen

Enrico Cereda – IBM

Francesco Del Porto – Barilla

Mario Gasbarrino – Unes

Enrico Pandian – FrescoFrigo

Cino Zucchi – Architetto Urbanista

Digital transformation and physical stores

Carlo Alberto Carnevale Maffè

meets **Stefano Portu** – ShopFully Group

LOOKING AT THE FUTURE

Build a better society

Ali Reza Arabnia – Geico Taikisha

Interviewed by: **Jole Saggese** – Class CNBC

Competitive agility, the value of trust

Marco Morchio – Accenture Strategy

Laurent Zeller – Nielsen Connect Italia

interviews: **Andrea Cabrini** – Class CNBC

A STORYTELLING SHOW:

Where our story began

Federico Rampini

13:15

CONFERENCE END