



Osservatorio Asia's Fifth Annual Seminar

Title: "Asia beyond its GDP. The Italian companies beyond their export"

Venue: Milan, Italy, Palazzo Turati

Date: 13 November 2008

Time: 2.00 p.m. - 6.00 p.m

Main subjects: Growth and limits of Italian export to the Far East. The success story of the Italian capital goods and the hope for the Italian lifestyle. The rising economies of Asia: not only manufacturing, no more mere factory of the world. Italy can both delocalize in Asia and be the destination of the Asian investments. In a globalized arena, is crucial the role played by the Governments and by the private sector.

Program: The main speeches will focus on the macroeconomic scenario, the investment of sovereign funds and the experience of private companies. The second part of the meeting will include the round table and the debate with the public.

Speakers: Italian and Asian representatives of the political, economical and business world, international strategy experts.

Participants: entrepreneurs, representatives of Institutions, economy experts, press.

Modality of participation: the presence is free of charge, but registration is required.

Costs of the Seminar: Milan Chamber of Commerce, and sponsorships to Osservatorio Asia

Seminar guidelines

In the biggest economies' ranking, in terms of purchasing power parity, 3 countries out of first 4 belong to Asia (China, Japan, India). Asian rise is no longer due to quantitative factors. Backwards societies have built a solid industrial fabric and now guarantee a relevant prosperity for their populations. Very likely, this Asian growth will continue, although with a reduced speed.. China has shown the intention of developing a "more harmonious society", and better qualifying its gigantic manufacturing base. New, important, labour and environmental standards have been introduced. All over Asia, new conditions have emerged. Simply, nobody can limit its role to a mere "factory or office of the world". In addition, Asia has now the resources to venture abroad as its foreign reserve are the biggest in the world.

Private investments and Government-controlled funds from emerging countries are already targeting industrialized markets. This event has an historical impact, both in economic and political terms. For Italy, it represents a concrete opportunity, maybe the last one, to intercept foreign financial flows that so far have privileged other areas. Globalisation imposes a broader discussion table on which every country-system can interact in many ways, in accordance with international regulation. This economic process is not anymore linear but became more complex and interactive; therefore results rely on analysis, boldness, and farsightedness, not only on export value.

To those issues, Osservatorio Asia dedicates its annual seminar, to be held in Milan on the 13th of November, 2008. There is a consistent arena for discussion and confrontation, a place where the urgency of the subject will dictate a realist and radical analysis, that won't remain sterile. Italian and international experts will debate those issues, in confirmation that the governance of the globalization doesn't allow an unidirectional interpretation.

Osservatorio Asia
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