



INVITATION

HIGH LEVEL BACK-TO-BACK EVENT

EUROPEAN UNION OF CULTURE

Paving the way for new cultural diplomacy approaches and improved economic growth of creative and cultural sectors

Thursday 30 March, from 10:30 to 12:30

Palazzo Medici Riccardi, Sala Luca Giordano, Via Cavour 1, Florence

10:30 **OPENING**

WELCOME SPEECH

Dario NARDELLA
Mayor of Florence

OPENING REMARKS

Beatrice COVASSI
Head of Representation of the European Commission in Italy

10:50 **DEBATE**

"The role of innovative public-private partnerships to promote economic growth and cultural dialogue"

Paolo BARATTA
President, La Biennale di Venezia

Marco CAMMELLI
President of Cultural Activities and Heritage Commission, Acri

Silvia COSTA
MEP, Group of the Progressive Alliance of Socialists and Democrats in the European Parliament, Culture and Education Committee

Matteo DEL FANTE
President, Fondazione Palazzo Strozzi

Eike SCHMIDT
Director, Uffizi Gallery

Corrado SFORZA FOGLIANI
Vice President, ABI

Andrea ZAPPIA
Chief Executive Officer, Sky Italia

12:00 **CONCLUDING REMARKS**

Dario FRANCESCHINI
Minister of Cultural Heritage and Activities and Tourism

Tibor NAVRACSICS
European Commissioner for Education, Culture, Youth and Sport

MODERATOR
Paolo ERMINI
Director, Corriere Fiorentino

Under the patronage of

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R.S.V.P. by Tuesday 28th March
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