



IT@CA

October 25, 2019 @Design Exchange

Overview

IT@CA

IT@CA is a project by the Italian Chamber of Commerce of Ontario (ICCO) in partnership with the Embassy of Italy in Ottawa, the Consulate General of Italy, the Istituto Italiano di Cultura, the Italian Trade Agency and the Italian National Tourist Board (ENIT).

Taking place on October 25, 2019 at the Toronto Design Exchange, IT@CA boasts a lineup of renowned speakers representing the absolute best that Italy has to offer. The speaker list spans across many different industries and will appeal to the event's wide range of attendees regardless of background, occupation or areas of interest.

IT@CA was strategically planned to occur during the 500-year Anniversary of the death of one of Italy's great innovators, Leonardo Da Vinci, and will look to capture the same creative and magical spirit espoused by the Renaissance figure.



WHEN

OCTOBER
25
2019

WHERE

DESIGN EXCHANGE

DX is Canada's only museum dedicated exclusively to the pursuit of design excellence and preservation of design heritage. It is located in Toronto's financial district in the historic Toronto Stock Exchange building.

WHAT

We envision a day of meaningful exchange at a symposium, which unites the great minds of today's Italians and where each of our distinguished guests have a platform to discuss their vision and how it was realized. The personalities from business, the arts, culture and science represent the dynamism of today's Italy. Canadians will gain insight into the immense changes that are taking place in Italy as a member of the G7 and as a distinct culture apart from any other.

WHY

To attract young entrepreneurs who are looking for new players in Italy in different categories: start-ups, the environment, innovation, design, fashion, food and luxury.

WHO

300 PEOPLE

A sophisticated audience of professionals in love with the idea of Italy, a nation renowned for tourism, gastronomy, design, and fashion (nearly 80% of industry representatives and professionals for each category – 10% youth, 10% local media, bloggers and influencers).

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Format

IT@CA WILL BE DIVIDED INTO THREE PARTS:

The Past, the Present, and the Future of Italy



Morning

Seven speakers will talk about their formative years and how they worked diligently toward their success.

The event will be hosted by Ms. Laura Albanese

Lunch Break

Afternoon

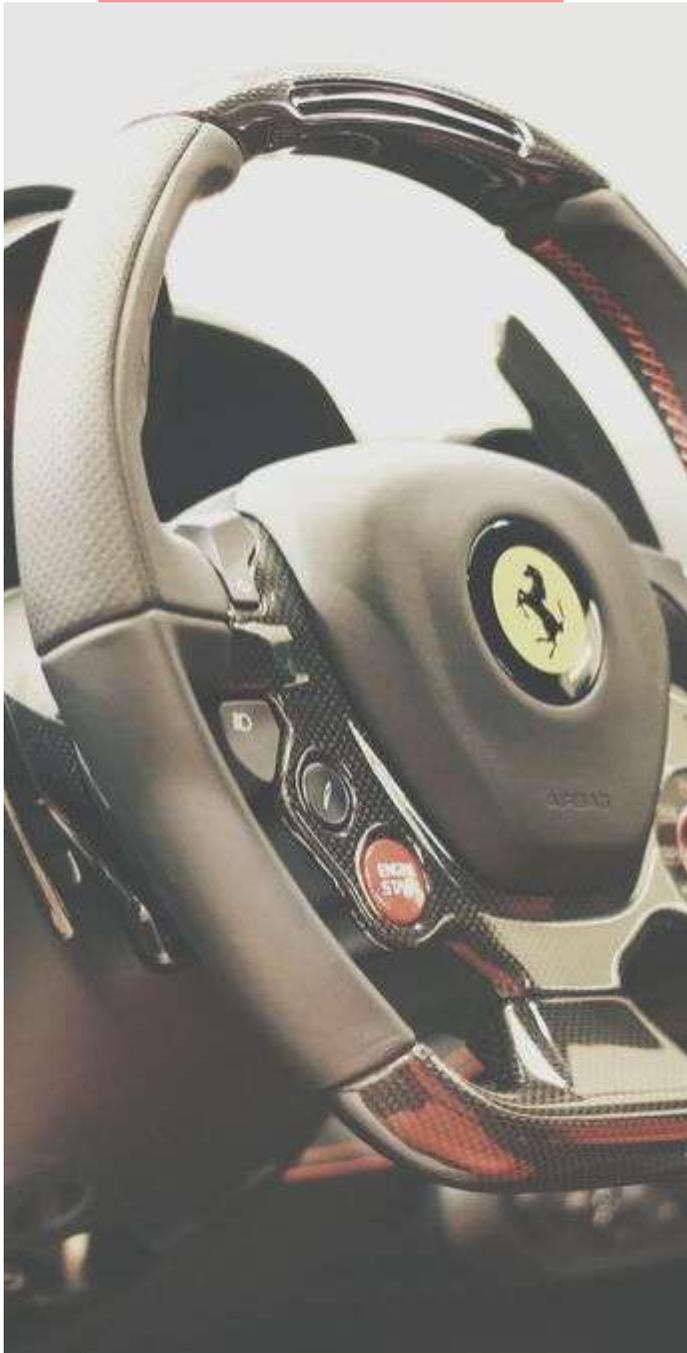
Seven speakers will be interviewed by Megan Williams (Rome correspondent for CBC Canada) on what their generation can present to Canada.

Event Schedule

08:00 – 08:45	Registration & Welcome Breakfast
09:00 – 09:15	Welcome Remarks
09:30 – 11:00	KEYNOTE SPEECHES
11:00 – 11:30	Coffee Break
11:30 – 13:00	KEYNOTE SPEECHES
13:00 – 14:00	Light Lunch
14:00 – 15:55	Interview with Keynote Speakers moderated by Megan Williams & Q/A
15:55 – 16:00	Closing Remarks

PROTAGONISTS





Protagonists

Architecture & Design

Michele De Lucchi

Culture

Rosanna Purchia

Entrepreneurship

Riccardo Illy

Investments

Oscar Farinetti

Photography

Oliviero Toscani

Science

Antonio Meloni

Wine

Angelo Gaja

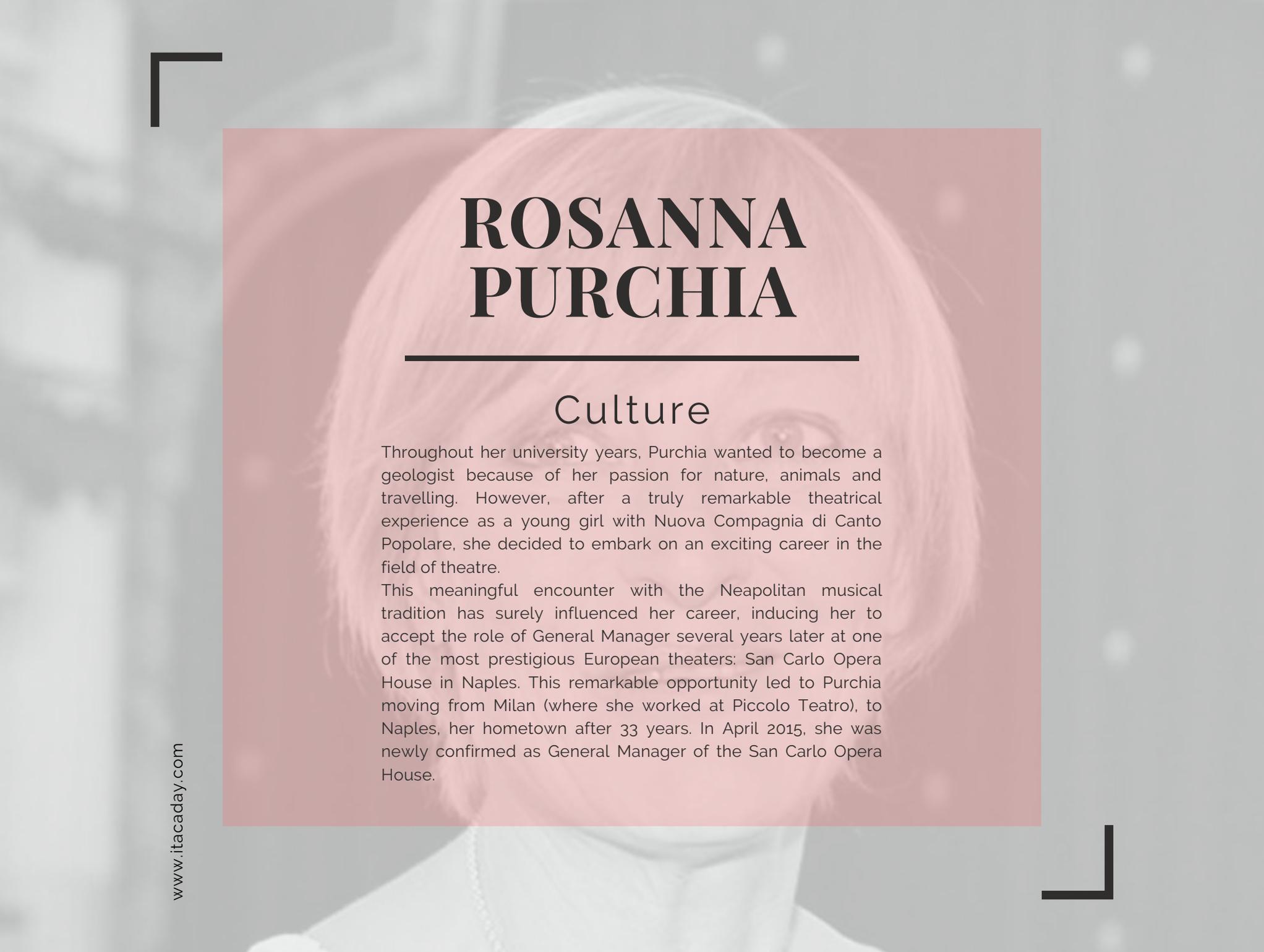
MICHELE DE LUCCHI

Architecture & Design

He has designed furniture for the most renowned Italian and European companies, in addition to completing architectural projects in Italy and abroad. His skill and expertise can be marvelled at in a variety of buildings, ranging from residential to industrial, corporate and cultural.

He has planned the building of museums such as the Triennale di Milano, the Palazzo delle Esposizioni in Rome, the Neues Museum in Berlin and the Gallerie d'Italia in Milan. He is currently designing luxury resorts in various parts of the world, such as Georgia, China, Japan and Italy.

The Misk Foundation has selected Michele De Lucchi as the architect of its new Arts Institute, which will be built in Saudi Arabia. During 2018, Michele De Lucchi was the editor-in-chief of the new Domus magazine.

A portrait of Rosanna Purchia, a woman with blonde hair, wearing a white top and a necklace. The portrait is faded and serves as a background for the text.

ROSANNA PURCHIA

Culture

Throughout her university years, Purchia wanted to become a geologist because of her passion for nature, animals and travelling. However, after a truly remarkable theatrical experience as a young girl with Nuova Compagnia di Canto Popolare, she decided to embark on an exciting career in the field of theatre.

This meaningful encounter with the Neapolitan musical tradition has surely influenced her career, inducing her to accept the role of General Manager several years later at one of the most prestigious European theaters: San Carlo Opera House in Naples. This remarkable opportunity led to Purchia moving from Milan (where she worked at Piccolo Teatro), to Naples, her hometown after 33 years. In April 2015, she was newly confirmed as General Manager of the San Carlo Opera House.

A large, semi-transparent portrait of Riccardo Illy serves as the background for the slide. He is shown from the chest up, wearing a white shirt and a dark tie, looking directly at the camera with a slight smile. The portrait is overlaid with a semi-transparent red rectangle that contains the text.

RICCARDO ILLY

Entrepreneurship

He joined the illycaffè family business in 1977, initially working in the sales and marketing department before becoming Business Director in the second half of the 1980s. In 1992, he attained the position of Managing Director and from 1995 to 2016, he held the position of Vice President.

He is Chairman of Polo del Gusto, a new company established in June 2019, in which Illy Group, a Holding of the Illy family, merged the companies Dammann (tea), Domori (chocolate), Mastrojanni (wine), Agrimontana (preserved fruit) and Fgel-Bonetti (ice cream bars). He is also president of Mastrojanni.

From 2004 to June 2019, he held the position of Chairman of Illy Group and from 2016 to 2018, the position of President of Domori.

Since the 1990s, Riccardo Illy has pursued a political career, in addition to his work as an entrepreneur.

OSCAR FARINETTI

Investments

He is the founder and creator of Eataly, the first supermarket dedicated to high-quality Italian foods. In 10 years, it's opened up 40 branches; 22 in Italy and 18 abroad: two in Japan, four in the U. S., Moscow and Istanbul, two in Dubai, Riyadh, Doha, Seoul, São Paolo, Munich, Copenhagen and Stockholm, Paris and Las Vegas.

Opening later on this year, Eataly Toronto will be the first-ever store in Canada.

Eataly will be listed on the Stock Exchange and it will become "a global public company representing the Italian lifestyle with ever-increasing intensity and strength."

His renowned project is FICO Eataly World, the world's largest agri-food park: 100 thousand square meters inaugurated on November 15th, 2017 in Bologna.

A grayscale portrait of Oliviero Toscani, a man with long, wavy hair and glasses, looking slightly to the right. The portrait is the background of the entire page. A semi-transparent red rectangular box is overlaid on the center of the image, containing the text.

OLIVIERO TOSCANI

Photography

He is internationally known as the creative force behind the most famous newspapers and brands in the world, he is the dynamic creator of corporate images and advertising campaigns for brands and organizations such as Chanel, Fiorucci, Artemide, the Italian Red Cross and the United Nations High Commissioner for Refugees. He has also created campaigns of broad public interest and social justice dedicated to road safety, anorexia, violence against women, and the degradation of the Italian landscape, osteoporosis, stray dogs and integration. From 1982 to 2000, he created the image and identity of the clothing brand, United Colors of Benetton. He successfully oriented the communication strategy towards messages of peace and tolerance, social problems such as AIDS, the death penalty, integration and equality, subsequently turning it into one of the most renowned brands in the world.

A faint, grayscale portrait of Antonio Meloni wearing glasses is visible in the background. A large, semi-transparent pink rectangle is overlaid on the center of the image, containing the text.

ANTONIO MELONI

Science

He has been working in the field of scientific research, in particular in Geophysics, since the second half of the 1970s. In 1986, his great 'love' for Antarctica began, ignited by field activities with the National Research Program in Antarctica. He joined the Italian expedition in the southern hemisphere in the summer of 1986/87. He participated in the Antarctic expedition, (southern summer) 1999/2000 as the Scientific Coordinator. In the international scientific community, he has been employed in various roles in scientific associations, scientific councils and on the Editorial Boards of various scientific journals. Beginning in 2016, he has been President of the National Scientific Commission for Antarctica (CSNA) for the National Research Program in Antarctica (PNRA) run by the Ministry of Education, University and Research, in Italy.

ANGELO GAJA

Wine

The Gaja family owns the Gaja wineries, located in Barbaresco (Piedmont), Pieve Santa Restituta in Montalcino (Tuscany) and the Ca' Marcanda in Castagneto Carducci (Tuscany).

In 1961, Angelo Gaja joined the family company and in 1969, he took over management of the renowned Gaja wineries. Married to Lucia, who helps him manage the company, they have three children: Gaia, Rossana and Giovanni, who are all passionate about their involvement in the family business.

The new generation of Gajas, led by Gaia Gaja, is determined to make all preceding generations proud and to continuously offer superior products known for quality and unrivalled taste.

HOST



A portrait of Laura Albanese, a woman with short, light-colored hair, wearing a dark, textured top and a necklace. The portrait is overlaid with a semi-transparent pink rectangular area containing text.

LAURA ALBANESE

Laura Albanese is a former politician in Ontario, Canada.

On June 13, 2016, Albanese was appointed to cabinet as the Minister of Citizenship and Immigration. In this role, Albanese successfully negotiated and signed the new Canada-Ontario Immigration Agreement (COIA) and associated Memorandum of Understandings (MOUs) with the federal government.

Prior to being elected, she had a career in broadcast journalism for more than two decades; from 1984 to 2007. She also worked in Italian language programming at OMNI TV in a number of capacities. Additionally, she acted as Co-Anchor of OMNI News: Italian Edition, a one-hour daily Italian language newscast.

MODERATOR





MEGAN WILLIAMS

Rome Correspondent
for CBC Canada

Megan Williams is a Canadian foreign correspondent and writer based in Rome.

Her radio documentaries and reports from around the world have won many awards.

She covers everything from the Vatican, culture and corruption to Italy's ongoing refugee crisis.

TAKE PART



\$80,000

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MAIN SPONSOR

As the Main Sponsor for the convention, your organization will be part of the major aspects of this landmark event. This will entitle your company to the highest profile throughout the event.

As the Main Sponsor, you will enjoy a value-added partnership with the following exclusive benefits:

- One representative will have the opportunity to address the delegates for two (2) minutes during the Opening Ceremony to provide an overview of your company's products and services
- A 2-minute corporate commercial will be played for delegates on the main screen at the Conference
- Recognition as Main Sponsor on all printed and digital Conference materials and our website
- Company logo prominently positioned in the general session room
- Your company logo will be featured on the printed name badges of all the delegates and the delegate lanyards
- Your company logo will be featured on the bags (with the logo of the Bag Sponsor)
- Thirty (30) complimentary conference tickets (VIP Area)
- Opportunity to provide a sponsor-supplied brochure in each delegate bag (if desired)
- Complimentary two-page colour advertisement in the Conference program

SOLD

\$30,000

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MAJOR SPONSOR

Provides companies with the opportunity to gain a sole-event sponsorship and associated recognition during the conference.

As the Major Sponsor, you will receive an excellent level of exposure throughout the conference, which includes:

- Recognition as Major Sponsor on all printed and digital conference materials and our website
- Three (3) e-campaigns through ICCO network
- Twenty (20) complimentary conference tickets. Reserved seating area with corporate signage
- Complimentary two-page color advertisement in the conference program
- Company logo featured in the program
- Opportunity to provide a written message in the program (one page)
- Company brochure inserted in delegate bags
- Opportunity to provide a sponsor-supplied 'promotional item' in each delegate bag if desired (other than those already covered by other sponsors)
- On-stage mention during welcome remarks at the Conference



\$15,000

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PROGRAM SPONSOR

Each delegate will receive a convention kit which includes the conference program.

Your company logo will be featured on the front covers of print and digital versions of the program.

As the Program Sponsor, you also receive these benefits:

- Recognition as the Program Sponsor on all printed and digital conference materials and our website
- Fifteen (15) complimentary conference tickets
- Complimentary one full page colour advertisement in the conference program, located on the Back Cover (artwork to be submitted by the sponsor and approved by ICCO graphic designers)
- Additional complimentary full page colour advertisement in the conference program
- Company logo featured in the conference program
- Company brochure inserted in delegate bags
- Opportunity to provide a sponsor-supplied 'promotional item' in each delegate bag if desired (other than those already covered by other sponsors)

\$15,000

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DELEGATE BAG SPONSOR

Every delegate will receive a delegate kit upon registration. Be at the center of the delegates' conference experience with your company logo printed on the outside of each delegate's bag. The company choosing this sponsorship package will receive excellent exposure and recognition including:

- Recognition as Delegate Bags Sponsor on all printed and digital conference material and our website
- Your company logo will be featured on the bags (with the logo of the Main Sponsor)
- Fifteen (15) complimentary conference tickets
- Company brochure inserted in delegate bags
- Company logo featured in the conference Program
- Opportunity to provide a sponsor-supplied 'promotional item' in each delegate bag if desired (other than those already covered by other sponsors)
- Complimentary one full page colour advertisement in the conference program

FERRERO

\$10,000

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PEN & NOTEBOOK SPONSOR

The high-quality notebook is always a take-away hit, and with your logo on them, this sponsorship promises strong brand recognition. The company choosing this sponsorship package will receive excellent exposure and recognition including:

- Recognition as Pen & Notebook Sponsor on all printed and digital conference materials and our website
- Exclusive sponsor of pen and notebook in attendee bag
- Sponsor logo included on notebook
- Ten (10) complimentary conference tickets
- Company brochure inserted in delegate bags
- Company logo featured in the Conference Program
- Opportunity to provide a sponsor-supplied 'promotional item' in each delegate bag if desired (other than those already covered by other sponsors)
- Complimentary one full page colour advertisement in the conference program

cg / Canaccord
Genuity
Capital Markets

HYBRID
FINANCIAL

\$10,000

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REFRESHMENT BREAK SPONSOR

Provides companies with the opportunity to gain a sole-event sponsorship and associated recognition during the conference.

As the Refreshment Break Sponsor, you will receive an excellent level of exposure throughout the conference, which includes:

- Recognition as Refreshment Break Sponsor on all printed and digital conference materials and our website
- Ten (10) complimentary conference tickets
- Company brochure inserted in delegate bags
- Company logo featured in the program
- A full page ad in the program
- Opportunity to provide a sponsor-supplied 'promotional item' in each delegate bag if desired (other than those already covered by other sponsors)



[Click here to reserve your ticket](#) >

JOIN US

\$100+HST INDIVIDUAL TICKETS

\$600+HST ADVERTISING LOGO:

Company logo projected at event
2 Tickets

\$1,000+HST FULL-PAGE AD

\$1,300+HST FULL-PAGE AD + 4 TICKETS

\$5,000+HST ADVERTISING PACKAGE:

Full-page Ad
Company logo featured in the program
Company logo recognition in multi-media presentations
2 Individual Tickets

MAJOR SPONSOR



DELEGATE BAGS SPONSOR



PEN & NOTEBOOK SPONSORS



TRANSPORTATION SPONSOR



SPECIAL THANKS TO



MEDIA PARTNERS



CONCLUSIONS





There have been many initiatives that have presented and promoted Italy in the past. The one, which most relates to our project took place in 1997. Named "Welcome to Italy", it was held at the Canadian National Exhibition. This momentous project saw all Italian stakeholders who operate in Canada under the banner of Italian excellence in culture, tourism, craftsmanship and design come together. From there on, they have continued to grow and promote Italy in many other manifestations.

Since its inception in 1961, the ICCO has been a facilitator of business, a seeker of investment, and a builder of commercial relationships. One of the main goals of the ICCO is to develop and create connections and business relationships between its Italian commercial partners and local companies and investors.

Therefore, the Italian Chamber of Commerce of Ontario (ICCO) - in conjunction with the Embassy of Italy to Canada, Consulate General of Italy in Toronto, Italian Trade Agency, Istituto Italiano di Cultura, and Italian National Tourist Board - will not only work rigorously to unite Canadian and Italian stakeholders, but we will also continue to bring prominent Italian figures of yesterday, today and tomorrow together.



Contact Information

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IT@CA is a project by the Italian Chamber of Commerce of Ontario (ICCO) in partnership with

