

JUNE 20, 2022

I T @ C A

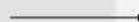
ITALY



LAND



OF



INVESTMENTS



Albiera Antinori



Stefano Boeri



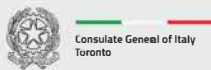
Sabina Berretta



Cesare Lobascio



Embassy of Italy
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ITALIAN TRADE AGENCY
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JUNE 20, 2022

TABLE OF CONTENTS

5 IT@CA 2022: ITALY, LAND OF INVESTMENTS

6 Stefano Boeri

8 Albiera Antinori

10 Cesare Lobascio

12 Sabina Berretta

15 Eleonora Andretta

23 Sistema Italia

IT@CA 2022: ITALY, LAND OF INVESTMENTS

June 20, 2022

A one-hour event with four high-profile guest speakers

The Italian Embassy in Canada, the Consulate General of Italy in Toronto, the Italian Trade Agency, the Italian Cultural Institute in Toronto, ENIT - Italian National Tourist Board, and the Italian Chamber of Commerce of Ontario Canada will host the fourth edition of **IT@CA** on Monday, **June 20, 2022 via Zoom Webinar.**

Here are the IT@CA 2022 guest speakers:

- **Stefano Boeri** – Stefano Boeri Architetti
- **Cesare Lobascio** – Space Exploration and Science Innovation Lead - Senior Expert, Life Support & Habitability, Thales Alenia Space
- **Albiera Antinori** – President, Marchesi Antinori Spa
- **Sabina Berretta** – Associate Professor, Harvard Medical School - Director, Harvard Brain Tissue Resource Center

The theme Italy, land of investments will provide the guest speakers with the chance to focus on the vital role of Italy as a land of investments for Canadian partners. IT@CA 2022 is honoured to host an event that showcases the talent and the

expertise of four extraordinary professionals with different backgrounds, such as architecture, the food and wine industry, aerospace engineering, and medicine.

Their inspirational insights into the ever-growing and ever-expanding relationship between Italy and Canada represent an unmissable opportunity for those who wish to know more about the relationship between Italy and Canada. Through their words and their shared experiences, those in attendance will be able to truly understand the enormous potential that a country like Italy has for Canadian businesses, as a land where art, culture, history, and innovation coexist in unparalleled harmony.

The one-hour conversation will be moderated by workplace culture specialist and author **Eleonora Andretta.**

Stefano Boeri

Italian architect, urban planner, and founder partner of Stefano Boeri Architetti

Stefano Boeri was born in Milan in 1956. In 1980, he graduated in architecture at Milan Politecnico and in 1989 he received his PhD from the Istituto Universitario di Architettura di Venezia (IUAV). A full Professor of Urban Planning at Milan Politecnico, Boeri has been a guest professor at several universities, including Harvard University's Graduate School of Design (GSD), the Strelka Institute in Moscow, the Berlage Institute in the Netherlands, and the École Polytechnique Fédérale de Lausanne. He has been a designer and member of the Scientific Board at Skolkovo Innovation Center, a high-tech hub close to Moscow.

In 2008-09, as a member of the Architecture Council for Expo 2015, he designed the Masterplan for Expo 2015 in Milan with Jacques Herzog and Ricky Burdett. Councillor for Culture, Fashion and Design for the Municipality of Milan from 2011 to 2013 and from 2015 to 2018, he was a member of the scientific committee of the Uffizi Galleries in Florence. During the post-earthquake reconstruction work in Central Italy, Stefano Boeri was appointed Urban Planning Expert Consultant for post-earthquake reconstruction, extended to cover all areas of Central Italy affected by the 2016 earthquake. The appointment was made by the Extraordinary Government Commissioner for reconstruction and ended with the end of Vasco Errani's mandate. Since February 2018, he has been President of La Triennale di Milano Foundation, one of Italy's leading cultural institutions, active in the promotion and setting up of exhibitions, conferences, and events related to art, design, and architecture.

Stefano Boeri has been the curator of numerous international architecture exhibitions.

As an architect and urban planner, Stefano Boeri founded Boeri Studio in 1999, together with Gianandrea Barreca and Giovanni La Varra, while 2011 saw the establishment of Stefano Boeri Architetti. In 2014, with Yibo Xu, he founded Stefano Boeri Architetti China,



Photo Credit Giovanni Gastel

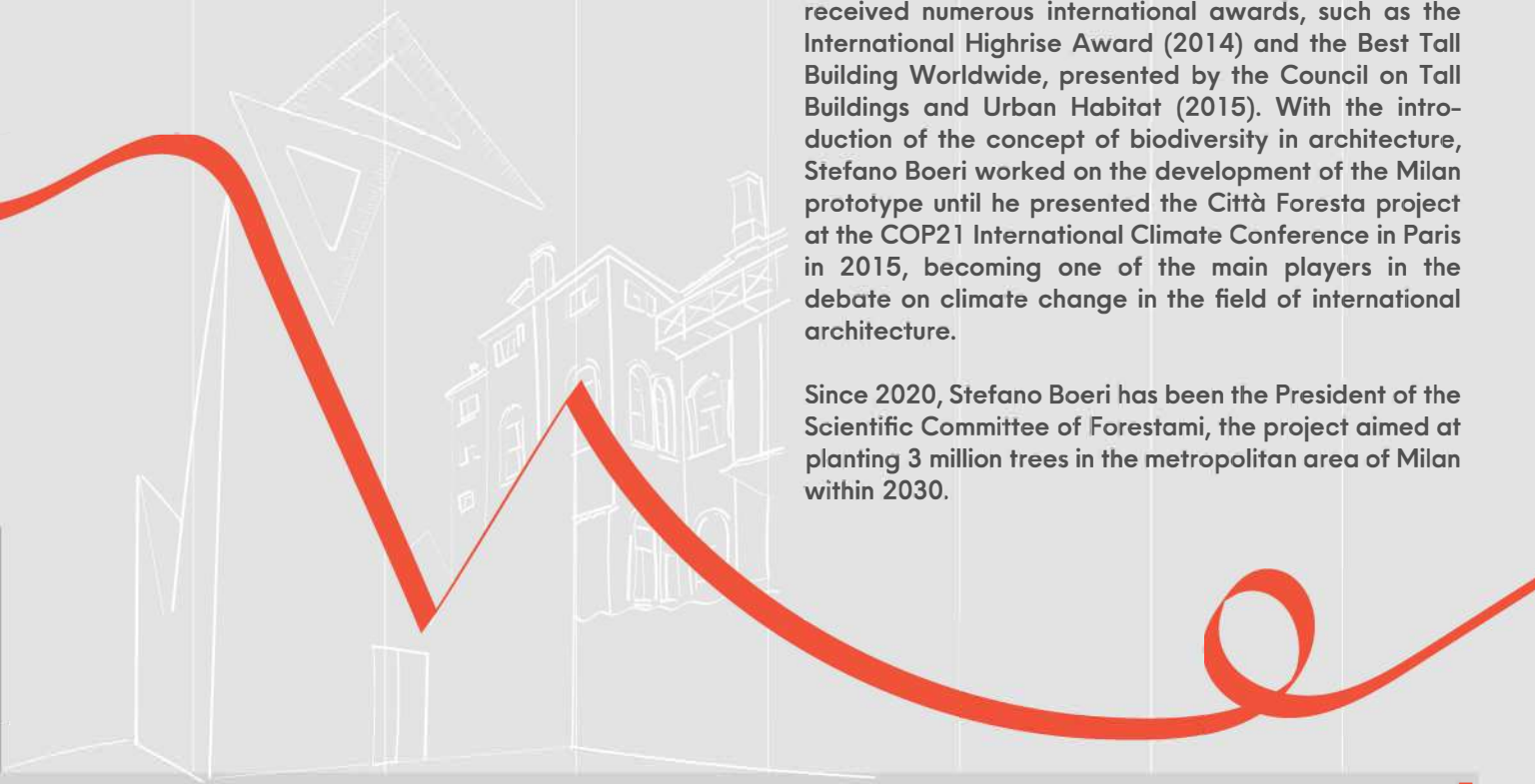
based in Shanghai. The work of the Stefano Boeri Architetti studio ranges from the production of urban visions and architecture to interior and product design, with constant focus on the geopolitical and environmental implications of urban phenomena.

In 2016, Stefano Boeri Architetti was appointed to take part in the reconstruction of the city centres of Amatrice and Norcia, struck by the earthquake. As part of the Amate Amatrice charity programme, the new Polo del Gusto di Amatrice and the Centro Polivalente e di

Protezione Civile di Norcia were set up in record time: these two examples of architecture were designed as earthquake-proof civil protection constructions and sites for the relaunching of the economic and recreational activities and the area's identifying character.

Attention to the relationship between city and nature led to the creation of the Milan Vertical Forest, the first prototype of a residential building, featuring over 700 trees and 20,000 plants and a model of urban forestation that considers vegetation as an essential element of architecture. Built in 2014, the Vertical Forest has received numerous international awards, such as the International Highrise Award (2014) and the Best Tall Building Worldwide, presented by the Council on Tall Buildings and Urban Habitat (2015). With the introduction of the concept of biodiversity in architecture, Stefano Boeri worked on the development of the Milan prototype until he presented the Città Foresta project at the COP21 International Climate Conference in Paris in 2015, becoming one of the main players in the debate on climate change in the field of international architecture.

Since 2020, Stefano Boeri has been the President of the Scientific Committee of Forestami, the project aimed at planting 3 million trees in the metropolitan area of Milan within 2030.



Albiera Antinori

President of Marchesi Antinori Spa

Albiera was born in Lausanne, Switzerland, on December 21st, 1966.

After earning a high school diploma in classical studies in 1985, she earned a master's degree in Business Communication at IPSOA Institute in 1988.

In 1986, she started working in the family company Marchesi Antinori, exploring different areas of the family business, from production to sales and marketing.

In 2001, Albiera became Director of Communications of Marchesi Antinori.

In addition to strategic marketing, she has overseen all the new cellar construction projects - eleven new wineries between 2006 and 2012 - including the recently built winery in the Chianti Classico area.

She has been a board Member of Prunotto winery in Alba, Piedmont, since 1995. In 1998, she became the winery's President.



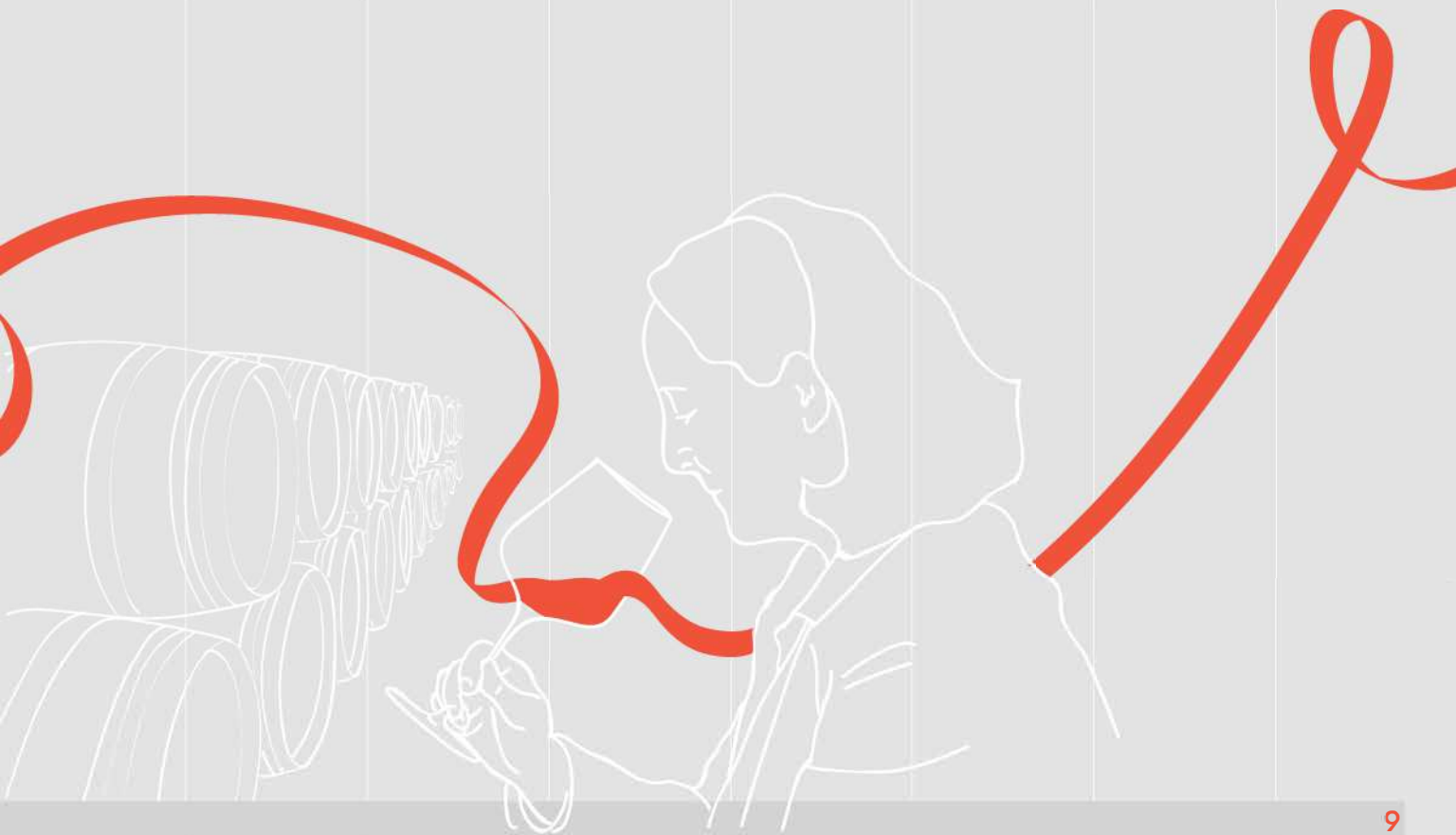
In July 2016, she was appointed President of Marchesi Antinori Spa.

Other than the family business responsibilities, she currently holds positions in other companies and organizations, such as:

- Member of the Board of Directors of the Provincial Union of the Farmers of Florence

- Board member of Federvini, the Italian Federation of Industrial Producers, Exporters and Importers of Wines, Spirits, Syrups, Vinegar

- President of the DOC Bolgheri Consortium.



Cesare Lobascio

Space Exploration and Science Innovation Lead Senior Expert, Life Support & Habitability

Cesare Lobascio graduated in Nuclear Engineering at the Politecnico di Torino in Italy in 1987 and then obtained an MS in Environmental Engineering at the University of California in Berkeley in 1993.

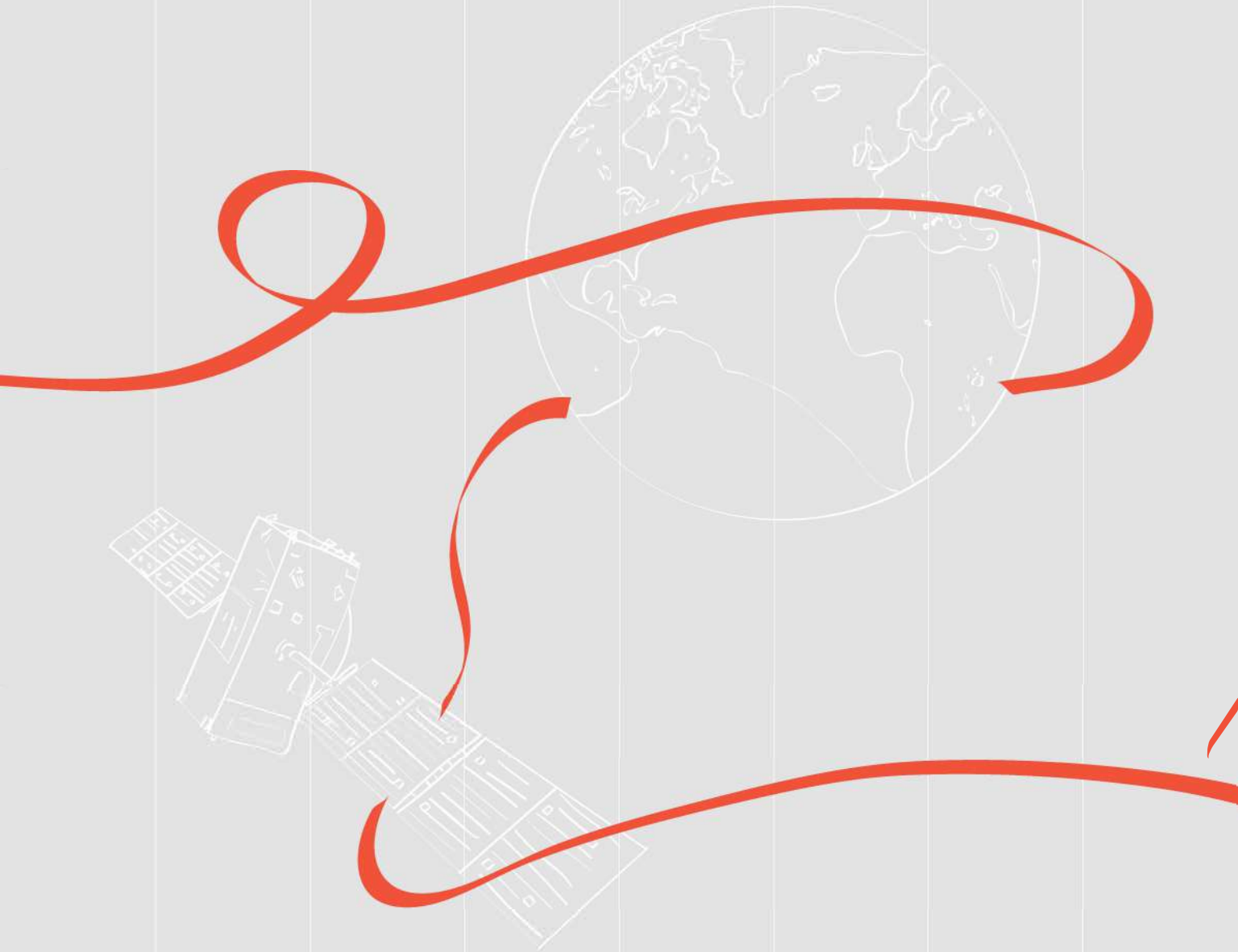
He has worked with Thales Alenia Space in Italy for 30 years, in the broad fields of Space Environment and Life Support Systems, covering a wide range of technical and management roles. He has been involved in the International Space Station project, on scientific satellites and human and robotic space exploration studies for the Moon and Mars.

He is Senior Expert in Life Support & Habitability, he teaches at the Space Exploration Master, and has authored more than 70 papers, book chapters and two patents.

As the Innovation Leader for Space Exploration and Science within the Innovation Cluster, he trains and coaches teams of innovation fellows through events,

hackathons, creativity sessions, incubation of innovative ideas, ventures, and open and business innovation initiatives with start-ups.





Sabina Berretta M.D.

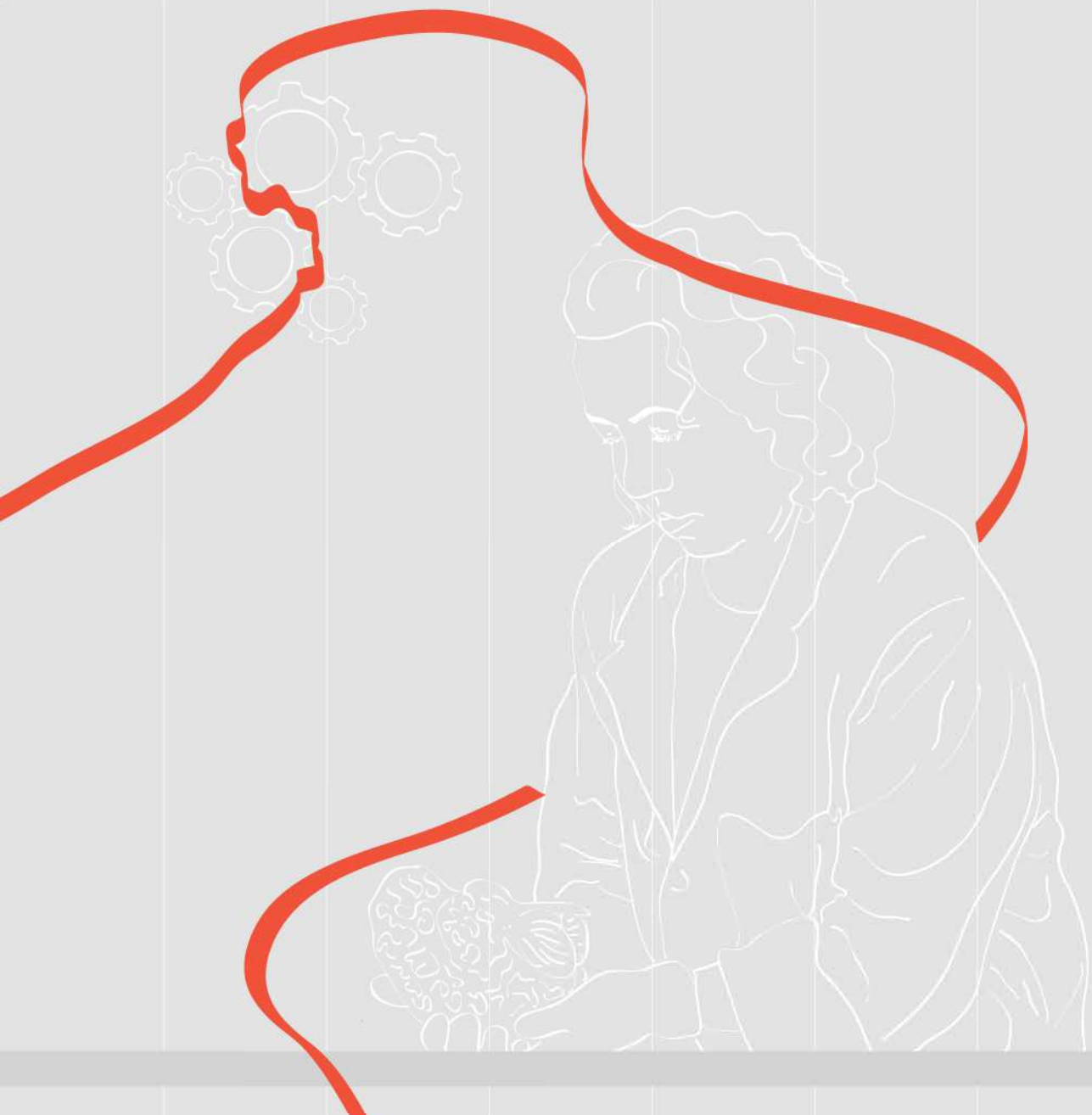
*Associate Professor of Psychiatry, Harvard Medical School
Director of the Translational Neuroscience Laboratory, McLean Hospital, Harvard Medical School
Director, Harvard Brain Tissue Resource Center (HBTRC), McLean Hospital.*

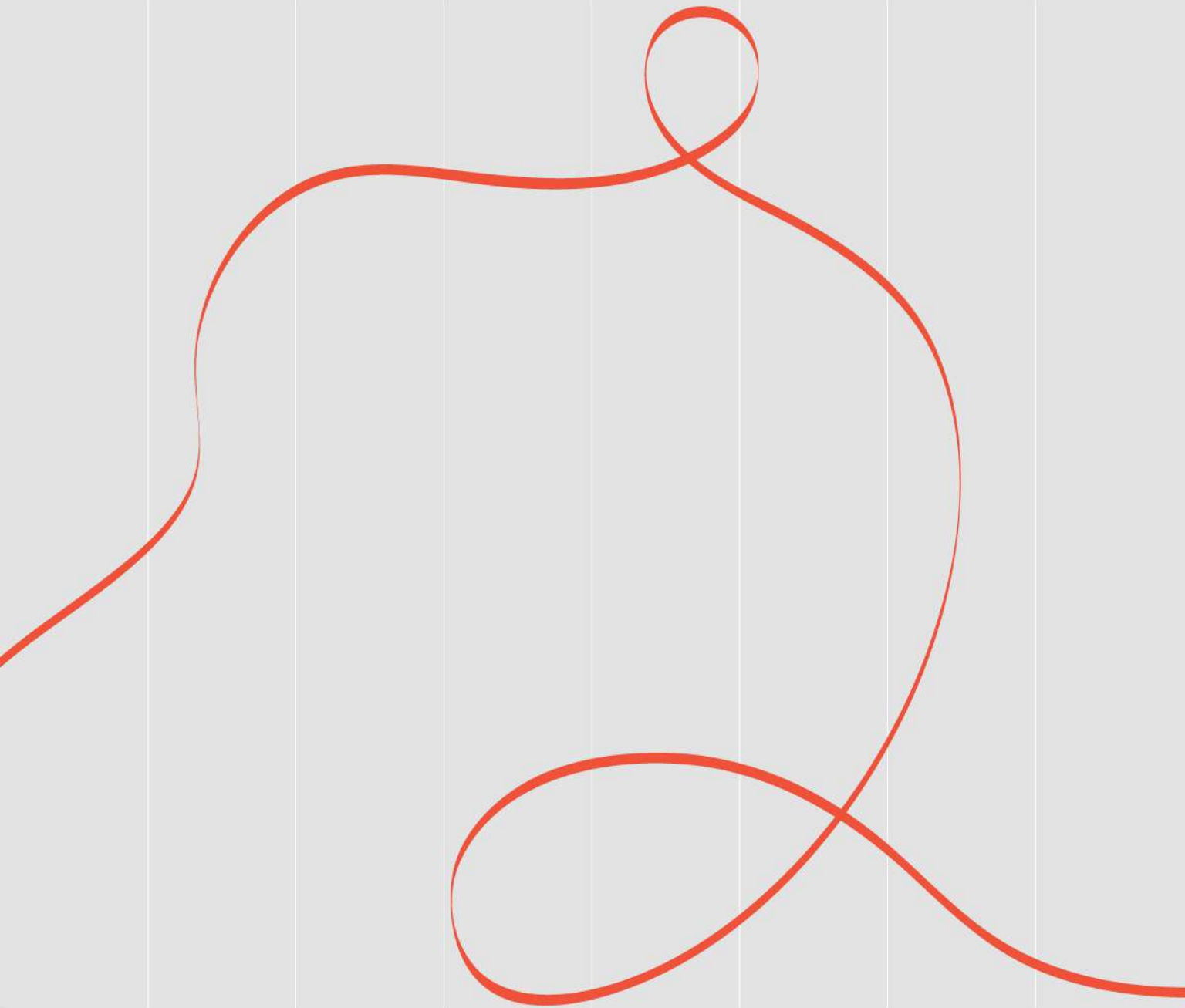
Sabina Berretta, M.D. began her research training at the University of Catania, Italy. In 1990, she joined the laboratory directed by Dr. A. M. Graybiel in the Department of Brain and Cognitive Sciences at MIT, working on neural circuitry linking the motor cortex to basal ganglia. In 1997, Dr. Berretta moved to McLean Hospital and Harvard Medical School to work in the laboratory directed by Dr. F. Benes. There, she developed an animal model designed to investigate GABAergic abnormalities in schizophrenia.

In 1999, Dr. Berretta became the director of the Translational Neuroscience Laboratory at McLean Hospital. Dr. Berretta and her research team at the Translational Neuroscience Lab conduct investigations on the pathophysiology of psychiatric disorders. Their studies focus on neural circuits involved in emotion processing, including the amygdala, medial thalamus, entorhinal cortex and olfactory system.

In 2014, Dr. Berretta became the Scientific Director of the HBTRC, and she became Director in 2019. Her work with the HBTRC aims at making research on nervous system disorders possible. The HBTRC does this by collecting brain donations from persons suffering from neurological, psychiatric, and neurodevelopmental conditions and distributing them to investigators across the world.







Event moderated by

Eleonora Andretta



Eleonora Andretta earned a master's degree in interpreting and translation in English and German from the University of Trieste, Italy, and a Postgraduate Certificate in Education from the University of Nottingham, UK. After working for international companies, such as Benetton and Diesel, and as an English as a Second Language instructor and speaking examiner for Cambridge ESOL in Northern Italy, she started developing a passion for personal development coaching. After acquiring skills in Neuro Training® and intentional interviewing, Eleonora started her own coaching business in Italy, supporting both professionals and companies with training and workshops.

She moved to Toronto in 2016, where she became a certified Life, Business, and Executive Coach and joined Certified Coaches Federation®.

In 2017, she founded Business Evolution and has been invited to speak on emotional intelligence by McMaster University's W Booth School of Engineering, Hyundai, Mastermind Speakers, Fearless Voices, and the Toronto Library, among others.

Alongside her coaching activity, she works as a professional interpreter and translator, an instructor of English for Academic Purposes at George Brown College, an intercultural workplace communication instructor at Ryerson University's Chang School of Continuing Education, and a moderator and MC for online and in-person events.

Throughout her life, Eleonora has lived and studied in Germany, the UK, and the USA. Her book *Future Me, Future Team – Using Positive Evolution to Be the Person Others Want to Succeed With*, about how to improve our individual soft skills to become a valuable team member, was published in 2019.

It@Ca's main theme this year is Italy, Land of Investment. This means a lot to us at the Italian Trade Agency, as we are in charge of attracting new investors and facilitating the expansion projects of existing ones in a variety of ways, thanks to our Canada-based Investment Attraction Analyst and our collaboration with Invitalia, another governmental agency. There are several pillars on which the mutual attraction between Italy and Canada relies.

A strong and very resilient economic fabric affords Italy a top position among European economies and creates, with its positive results, both at home and abroad, the best business case ever for those considering an investment in the Old Continent.

A large and dynamic Italian-Canadian community on this side of the Ocean is deeply engaged in cultural, social, economic and political aspects of bilateral relations.

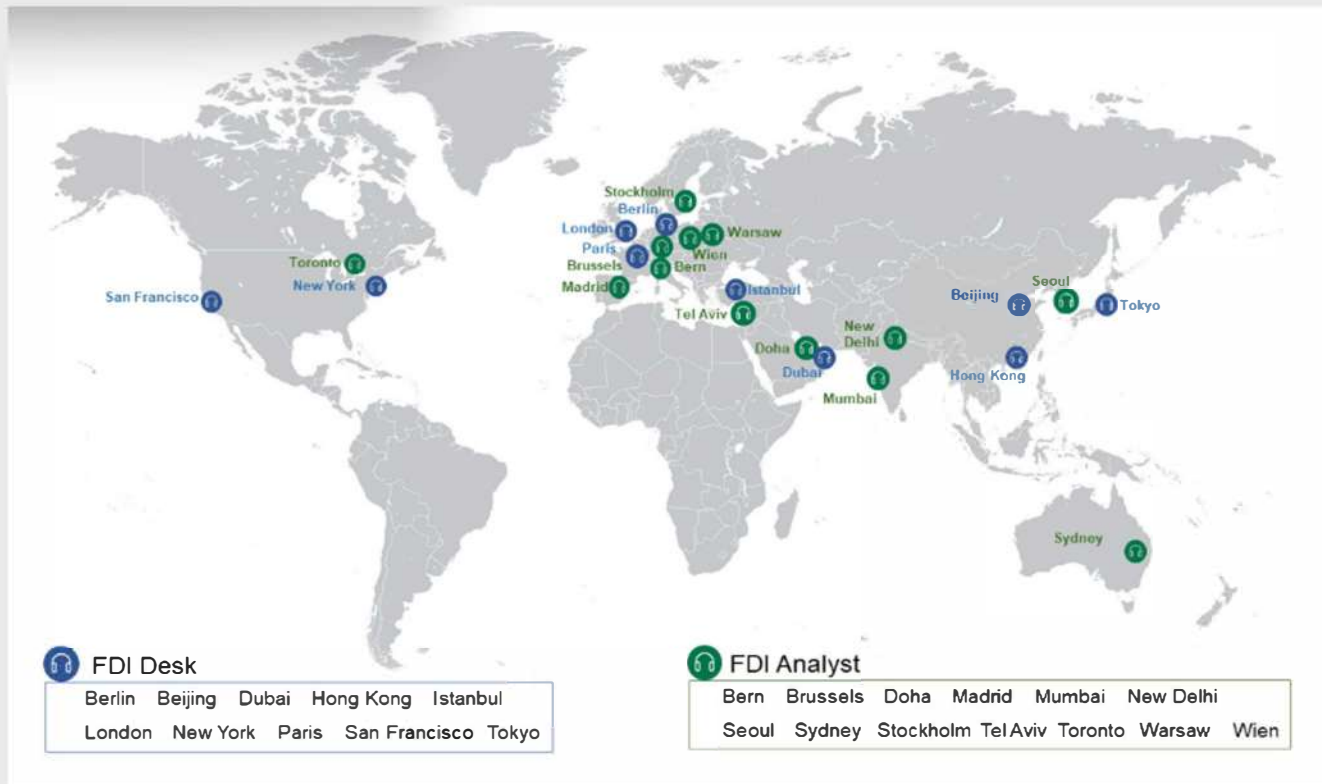
A constant exchange of business and science and technology delegations is giving new momentum to innova-

tive opportunities and partnerships.

Investments between Canada and Italy have been growing thanks also to scientific, technological and financial collaborations in a number of advanced industries, such as for instance industrial machinery manufacturing, pharmaceuticals, nano- and biotechnology and aerospace.

The public sector is going through a quick paced and effective digitization, while streamlining administrative procedures and investing heavily in infrastructure, research, innovation and education. In the area of investment attraction, a network of specialized officers throughout the world and a quick response team have been created to better assist potential investors (see map).

The Canada-European Union Comprehensive Economic and Trade Agreement (Ceta) has laid the ground for economic collaboration and afforded significant savings and simplification of formalities.



We know that sometimes not even success stories of investors, or directories of promising projects are enough to dispel prejudices and build a strong and trustful relationship. Anyhow, please see these links to learn about investment opportunities in key industries, such as life science, infrastructure, logistics and ports and real estate.

We invite those interested in discovering the Italian advantaged to embark on an eye-opening, safe and private journey with our specialists. We guarantee total confidentiality, access to available and relevant fiscal incentives and constant support, from first contacts and business planning to due diligence, operational setup and after care stages. We do not cover financial needs, but we can definitely assist with all of the following.

- Main aspects of tax, legal and labour systems
- Location scouting and site visits
- Authorisations
- Permits for foreign investors, including work visas
- Human resources
- Liaison with public administration
- Foreign investor scouting (for Italian companies).

Our services are free of charge but of course a first screening is made to be sure they're appropriate for your case. To schedule a free consultation on how we can be of service, please contact us at fdi.canada@ice.it (Investment Analyst) or toronto@ice.it or montreal@ice.it (our offices in Canada) or via the on line form found [here](#).



The official Italian Government Centre
for the promotion of Italian language
and culture in Ontario

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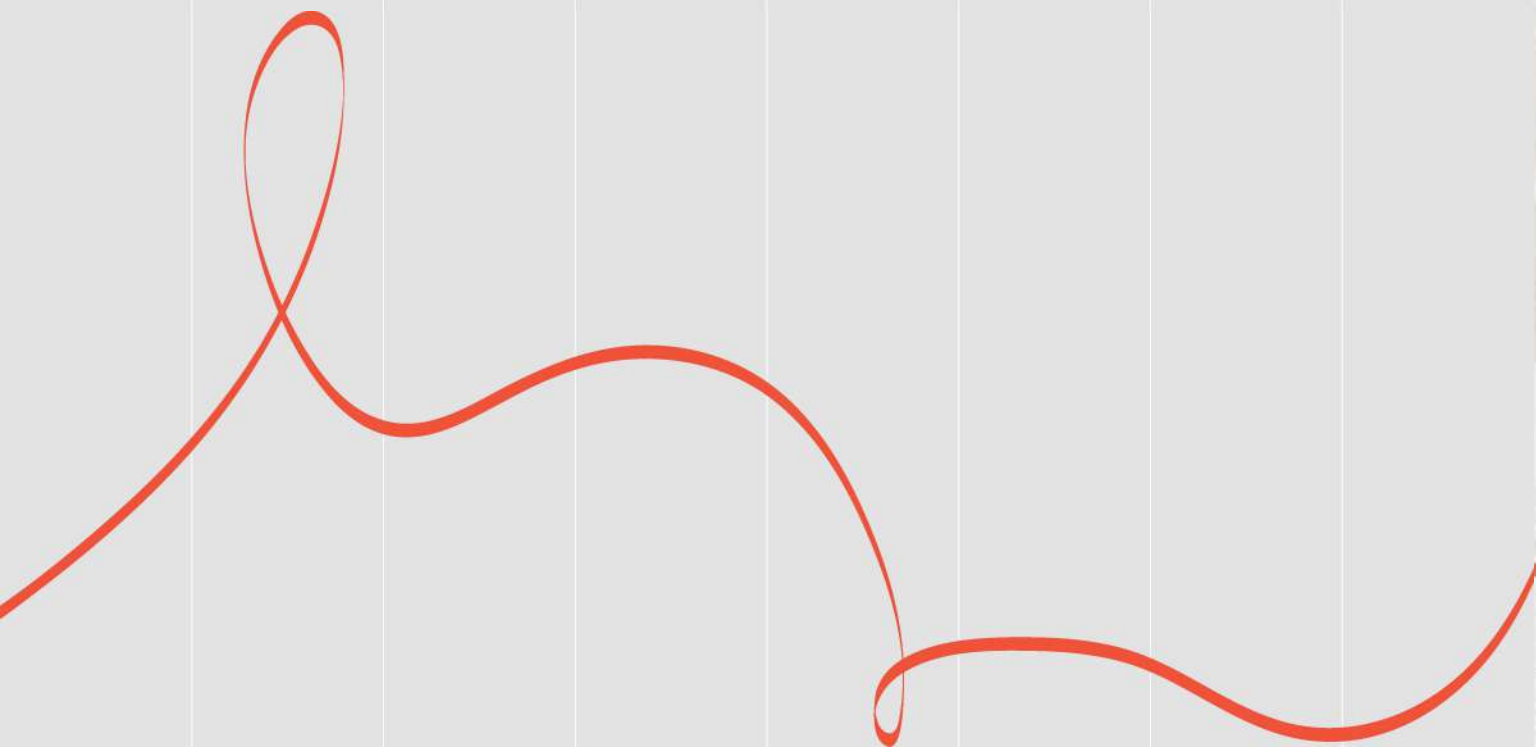
Italian is a language of culture. Practicing Italian means that you can get the most out of your next trip to Italy while delving into Italian culture and life.

The Istituto Italiano di Cultura offers a variety of Italian language and culture courses.

Our instructors are all native speakers and fully certified teachers of Italian.

Visit our website and start your journey!

www.iictoronto.courses.com





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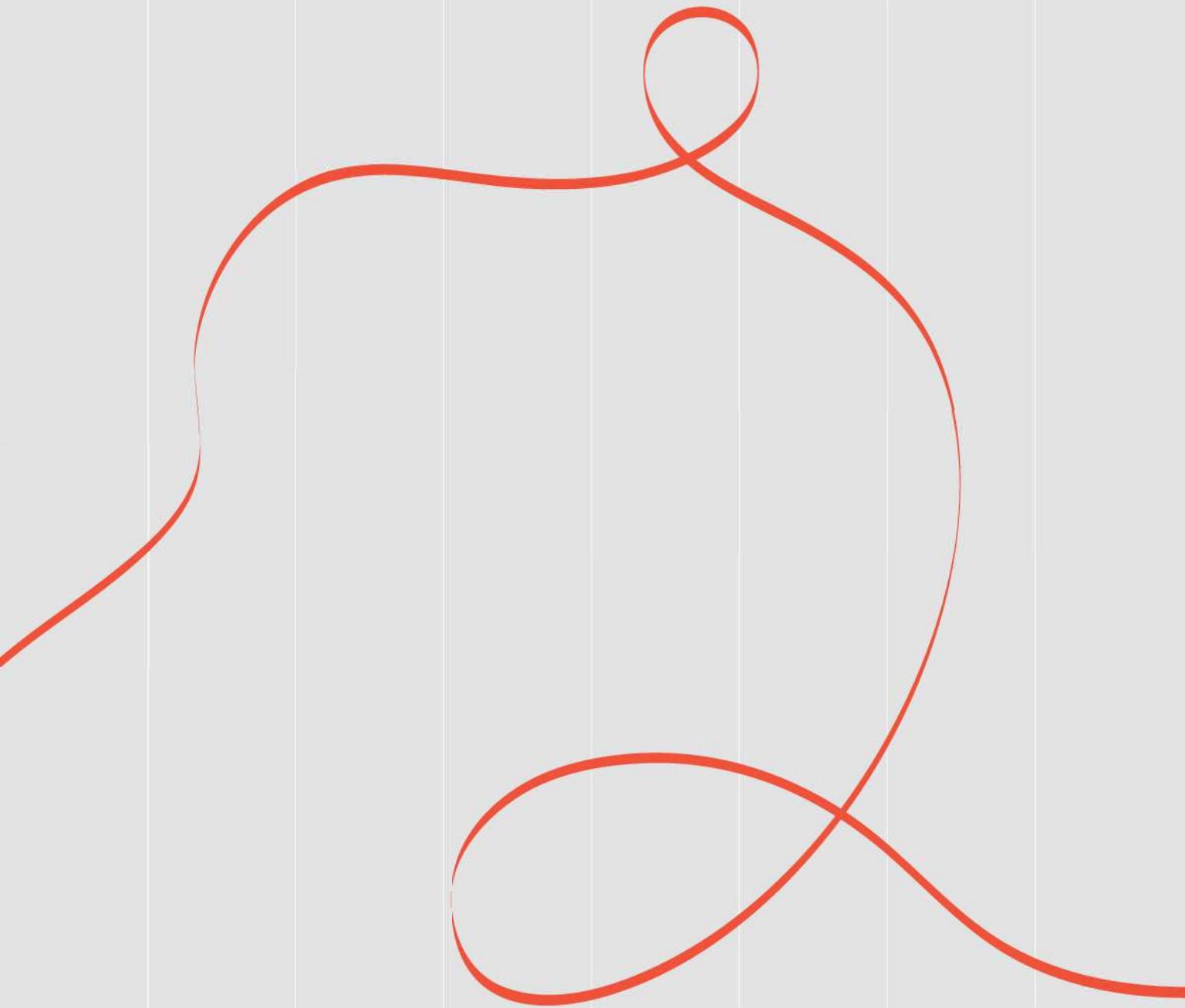
ICCO CANADA

ICCO Canada is the catalyst to developing business and cultural alliances among visionaries, entrepreneurs, and global organizations in Canada and Italy

Join us

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SISTEMA ITALIA

Embassy of Italy to Canada

The core functions of the Embassy of Italy are to represent Italy in Canada, to protect Italy's interests and those of its citizens within the limits of international law, to negotiate with the Government of Canada, to gather information (through legal means) on conditions and events in Canada, and to continue to build friendly ties and develop economic, cultural and scientific relations. The Embassy includes a Consular Office that has territorial jurisdiction for the City of Ottawa, the Counties of Carleton, Dundas, Glengarry, Grenville, Prescott, Russell, and Stormont in Ontario and the Outaouais Region of Québec. The Embassy also coordinates a subordinate network of three Consulate Generals (in Montreal, Toronto, and Vancouver), two Italian Cultural Institutes (in Montreal and Toronto) and the Italian Trade Commission and the Italian National Tourist Board.

Consulate General of Italy in Toronto

The Consulate General of Italy in Toronto is an office of the Italian Ministry of Foreign Affairs and International Cooperation. The Consulate protects the interests of Italians living in Ontario, Manitoba and Western Territories and provides services and resources to Italian citizens. The Consulate also promotes bilateral trade, Italian culture and language, as well as bilateral scientific cooperation and intercultural exchange.

ITA - Italian Trade Agency

The Italian Trade Agency is the governmental agency that supports the business develop-

ment of Italian companies abroad and promotes the attraction of foreign investments in Italy. It operates through a worldwide network of 79 offices in 65 countries, including two in Canada located in Toronto and Montreal. ITA acts to assert the excellence of Made in Italy and provides a wide range of services: information, assistance, consulting and promotion to Italian and Canadian companies willing to establish business relationships.

Istituto Italiano di Cultura Toronto

The Istituto Italiano di Cultura Toronto, as the cultural section of the Consulate General of Italy in Toronto, is an office of the Italian Ministry of Foreign Affairs and International Cooperation for the promotion of the Italian language and culture in Canada. The Istituto is a centre for cultural and academic activities, a source of information about contemporary Italy, and its cultural heritage as well as a venue for art exhibitions, conferences, concerts and video projections. The Institute promotes initiatives and events that foster intercultural and multilateral dialogue between Italian and Canadian bodies and associations by facilitating and promoting exchanges in the fields of art, science, theater, music and cinema, architecture and design.

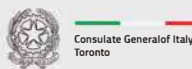
ENIT - Italian National Tourist Board

The Italian National Tourist Board (ENIT - Agenzia Nazionale del Turismo) is a government agency with a worldwide network of offices responsible for the overseas promotion of tourism in Italy. It pursues this objective

by enacting B2B and B2B marketing activities, and by adopting initiatives to raise awareness of national and regional tourism resources, and about Italy's natural, environmental, historical, cultural, and artistic values, and by lending assistance and offering technical services to Italian tourism enterprises, to enable them to access foreign markets.

Italian Chamber of Commerce of Ontario Canada

Since it was founded in 1961, the Italian Chamber of Commerce of Ontario Canada (ICCO Canada) has been a facilitator of business, a seeker of investment and a builder of commercial relationships. The ICCO Canada is an independent, non-profit organization whose aim is to enhance and promote investments, business, trade and cultural relations between Canada and Italy. Furthermore, the ICCO Canada also aims to promote the values of the Italian culture both in professional and social contexts. Among its many tasks, the ICCO Canada works as a consultant for a number of local and regional governmental agencies in Canada and Italy, as well as in the field of commercial mediation. In addition to Toronto, ICCO Canada has Italian offices in Milan and Verona. For more information visit www.italchambers.ca.



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