

Fostering Italy - Africa Relations

Enhancing Business and Cultural Exchange

*An intercultural dialogue to strengthen institutional bonds and partnerships,
drive innovation, and promote deepened cultural exchange and economic
opportunities between Italy and Africa*

9.00 – 9.30

Registration

9.30 - 10.15

Institutional remarks

Fondazione Scuola dei beni e delle attività culturali | Vincenzo Trione, President

ICCROM | Aruna Francesca Maria Gujral, Director General

MAECI | Alessandro De Pedys, Director General, Directorate General for Public and Cultural Diplomacy

MAECI | Luigi Diodati, Counsellor, Directorate General for Development Cooperation

MiC | Clemente Contestabile, Diplomatic Advisor to the Minister of Culture

Embassy of the Republic of South Africa in Rome | Nosipho Nausca-Jean Jezile, Ambassador

10.15 - 10.45

Keynote speech

Avril Joffe, Head of the Cultural Policy and Management Department at the Wits School of Arts,
University of the Witwatersrand

10.45 - 11.45

The role of business and trade diplomacy in the internationalization processes between Italy and Africa

Chair: Purity Kiura, Chief Research Scientist, National Museums of Kenya

Speakers:

- Cleophas Adrien Dioma, Executive President, Italia Africa Business Week
- Angela Martins, Head of Culture Division, African Union Commission
- Muhammad Juma, Chief of Africa Unit, UNESCO World Heritage Center
- Massimo Zaurrini, Director, Africa e Affari
- Mina Rizk, First Counsellor, Embassy of Egypt in Rome

11.45 - 12.45

The role of capacity building and training on cultural collaboration between Italy and Africa

Chair: Erminia Sciacchitano, Senior Advisor on Multilateral Affairs, Minister of Culture's Cabinet

Speakers:

- Gaia Delpino, Curator of African Arts and Cultures Collection and of the former Colonial Museum Collection, Museo delle Civiltà
- Veronica Maduna, Head of Partnerships, African World Heritage Fund
- Rosanna Binacchi, Director International Relations, International Program in Public and Cultural Diplomacy, Università Cattolica del Sacro Cuore
- Alessio Re, Secretary General, Fondazione Santagata per l'Economia della Cultura
- Mariassunta Peci, Director, UNESCO Office, Italian Ministry of Culture

12.45 – 13.00

Undertaking Business in Culture: Empowering the next generation of cultural entrepreneurs

ICCROM | Espéra Donouvossi, Programme Manager Youth.Heritage.Africa

Fondazione Scuola dei beni e delle attività culturali | Daniela Talamo, Head of International Unit

13.00 – 13.15

Closing remarks

Fondazione Scuola dei beni e delle attività culturali | Alessandra Vittorini, Director

ICCROM | Aruna Francesca Maria Gujral, Director General

A coffee station will be available for all attendees from 10.30 to 12.30

The conference will be held in English and Italian. Simultaneous translation in English-Italian will be provided

More info:

