



JOHANNESBURG  
**SOUTHAFRICA ITALY**  
SUMMIT

## **SOUTH AFRICA - ITALY 2016**

*Building a community of leaders for growing their enterprises  
in the two regions and continents*

With the goal of reinforcing the strategic, economic and cultural ties between South Africa and Italy, in 2014 The European House - Ambrosetti launched the “South Africa - Italy Summit”, whose third edition is taking place in Johannesburg on October 18-19, 2016.

The “South Africa – Italy Summit” aims to be the reference annual event for the leadership of the two countries, providing South African and Italian decision makers with innovative ideas and opportunities for businesses and favoring partnerships and projects involving enterprises and institutions. For this reason, the event has been conceived under the patronage of the Italian Ministry of Foreign Affairs and International Cooperation, the Italian Trade Agency and the Embassies of the two Countries.

The “South Africa - Italy Summit” pursues also the ambitious target to enhance broader relations between SADC Countries and Europe.

The two previous Summit editions in Cape Town (October 2014 and 2015) brought together 150 leaders (Ministers, business leaders and opinion leaders) for a high-level, closed-door discussion on Italian-South African relations and business opportunities to exploit the Sub-Saharan African continent. Taking part in the second summit were over 150 heads of Italian and South African companies, economists and government representatives.

This year, among the 200 expected high-level attendees, alongside with South African and Italian leaders, corporate delegations and representatives of Institutions from the European Union, SADC, Angola, Botswana, Congo, Kenya, Lesotho, Mozambique, Namibia, Zambia and Zimbabwe, Republic of San Marino and Spain, will attend the Summit.

Under the guidance of a prestigious Think Tank, comprised of South African and Italian institutional representatives and business leaders, four Position Papers have been elaborated, highlighting the opportunities for South Africa – Italy cooperation in agribusiness, automotive, energy and e-Government.

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The European House - Ambrosetti Group, established in 1965, is an international management consultancy with seven offices in Italy and seventeen offices and other business partnerships around the world, providing professional services in Strategy and Management Consulting.

The European House - Ambrosetti is ranked by the University of Pennsylvania (for the 3<sup>rd</sup> consecutive year) 1<sup>st</sup> Private Think Tank in Italy and the 4<sup>th</sup> in Europe.

The European House - Ambrosetti organizes every year over 320 seminars and Forums, in Europe and abroad, involving more than 10,000 top executives as participants and about 2,000 world experts and testimonials at international level as speakers.



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The European House - Ambrosetti's flagship Forum is "Intelligence on the World, Europe, and Italy", which is acknowledged as one of the most important annual meetings taking place in the world. The New York Times recognized its value describing it as "*a conference where world big shots gather annually [...] in a more high-powered setting than the publicized wingding at Davos*". Since 1975 the Forum takes place, for three days, in early September at Villa d'Este (Lake Como) and brings together a highly selected group of statesmen, business leaders, Nobel Laureates, academicians, and other influential personalities from around the world to discuss the key current issues that shape global economy and our society. The 2016 edition of the Forum has been the 42<sup>th</sup>.

Moreover – and in addition to the "South Africa – Italy Summit" – adopting the same high-level format, The European House - Ambrosetti has launched the 1<sup>st</sup> edition of the "Iran - Italy Summit" (Teheran, May 16-17, 2016); the 2<sup>nd</sup> edition will be held on November 2017.

TEH-A is also planning a similar *élite* platform in ASEAN area and Dubai.

The European House - Ambrosetti has a long-established record of accomplishment in business promotion and summit organization. These include: the "Observatory on Europe" held annually in Brussels, Belgium; the Forum held in Hong Kong in 2013; the "World Foresight Forum" organized in The Hague, Netherlands in 2011; the "Italy-Japan Business Group" in 2010 and the "Intelligence on Chinese and European Economies" held in Liyang, China in 2009.