







VENERDI  
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9.30 **APERTURA DEL CONVEGNO**  
Conduce *Andrea Cabirini* | Direttore, *Classe CNIC*  
*Cristina Bombassei* | Presidente, *AIDAF*

10.00 **SALUTI ISTITUZIONALI**  
*Adolfo Urso* | Ministro delle Imprese e del Made in Italy

10.30 **TAVOLA ROTONDA  
MODELLI ECONOMICI-SOCIALI,  
RISORSE E SCENARI FUTURI**  
Introduce *Alessia Mosca* | Presidente Comitato Scientifico, *AIDAF*  
*Francesco Billari* | Rettore, *Università Bicconi*  
*Philippe Leclerc* | Direttore Regionale Europeo, *UNICR*  
*Alessandra Smerilli* | Segretario del Dicastero per il Servizio  
allo Sviluppo Umano Integrato, *Intergo*

11.20 **PILLOLA  
LA RETE DEGLI AMBASSADOR**  
*Costanza Musso* | Coordinatrice Nazionale, *AIDAF*  
Ambassador e Amministratrice Delegata, *Gruppo Grandi*

11.30 **COFFEE BREAK E  
FOTO DI GRUPPO**

FAMILY BUSINESS SUMMIT  
19° CONVEGNO NAZIONALE  
DELLE AZIENDE FAMILIARI

**SESSIONE PLENARIA**

**INTERVISTA  
LA PERSONA AL CENTRO**  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*

**PILLOLA  
PRODURRE FUTURO**  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*

**TAVOLA ROTONDA  
LA CONVIVENZA  
INTERGENERAZIONALE AL CUORE  
DELLA GOVERNANCE FAMILIARE**  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*  
*Roberto Cuccini* | Presidente, *Gruppo Assicurazioni*





BUSINESSSES

# THE POWER OF PEOPLE

ROME, OCTOBER 3<sup>RD</sup> 2024





























**AIDAF**  
ITALIAN FAMILY BUSINESS















































Jesús Casado

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*European Family Businesses*

Cristina Bombas

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Cristina Bombardieri

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Cristina Bomm *President of AIDAF*





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Cristina Bombassei | Chairwoman, AIDAF







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President, *EFB – European Family Businesses*

Chairwoman, *AIDAF*



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Udo... President, *EFB – European Family Business*  
Cr... Chairwoman, *AIDAF*





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Cristina Bombassei | Chairwoman,

# WHERE FAMILIES FIT IN EUROPE

| President, *EFB*

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10th EUROPEAN FAMILY BUSINESS SUMMIT



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FIT IN EUROPE

Ulko J. Vehterä | President, EFB - European Family Businesses  
Christina Barabascel | Chairwoman, AIDAF

WELCOME  
TO THE FAMILY BUSINESSES  
FIT IN EUROPE

WELCOME  
TO THE FAMILY BUSINESSES  
FIT IN EUROPE













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Cristina Bombassei | Chairwoman, AIDAF





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Dr. J. Vetter | President, EFB – European Family Businesses

Christina Bombassei | Chairwoman, AIDAF





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Cristina [Name], Chairwoman, AIDAF





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Chairwoman, *AIDAF*



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**Letter** | President, *EFB – European Family*

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Vetter | President, E

Bombassei | Chair

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Vetter | President, E

Bombassei | Chair

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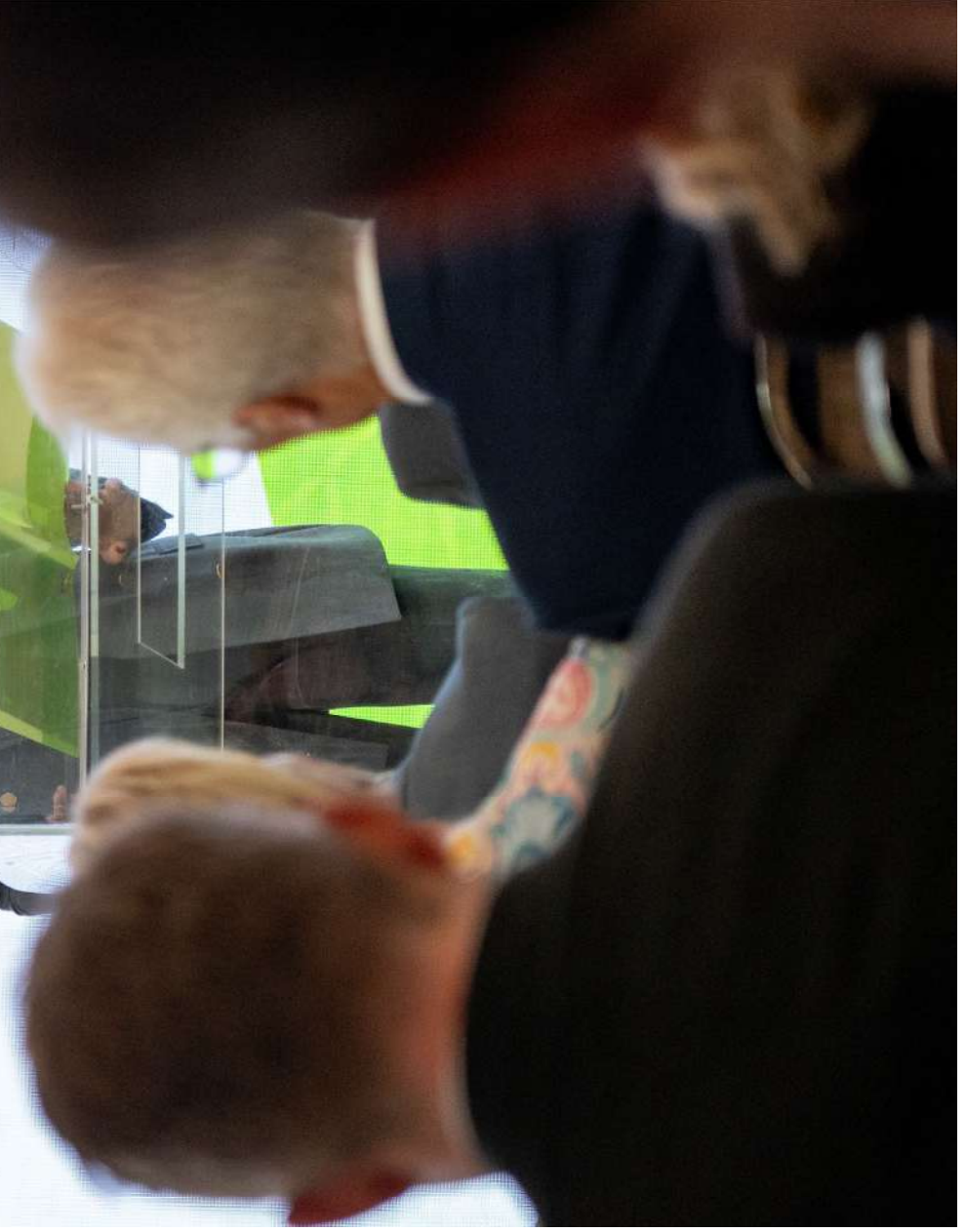
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Jesús Cando

Secretary

8 – *European Family Businesses*



PANEL

# THE POWER OF

Gullichsen | Vice-Chair of

Binzi | CEO, Mapei

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PANEL

# THE POWER OF STEWARDSHIP

Johannes C. ...-Chair of the Supervisory Board, *Ahlström OY*

Veronica S. ...

Moderator:

Paolo Mor...  
Senior Lec...  
International...  
Stewardship, *SDA Bocconi*

NOVEMBER 3<sup>RD</sup> 2023





PANEL

# THE POWER OF STEWARDSHIP

Gullichsen | Vice-Chair of the Supervisory Board, *Ahlström OY*

Quinzi | CEO, *Mapei*

Letti | International Relations, *AIDAF*

Professor Strategy and Entrepreneurship, *SDA Bocconi*



GIUGNO  
4

10<sup>th</sup> EUROPEAN  
FAMILY BUSINESS SUMMIT  
11<sup>th</sup> CONVEGNO NAZIONALE  
DELLE AZIENDE FAMILIARI

9.30 APERTURA-CALZATA  
Cristiano Banti

10.00 SALUTI ISTITUZIONALI  
Giulio Carli

10.30 TAVOLA ROTONDA  
MODELLI ECONOMICI  
RISORSE E SCENARI  
Introduce Alessandro  
Pizzetti  
Francesca Sili  
Cristiano Banti  
Giulio Carli

11.00 PILLOLA  
LA RETE DEGLI  
Lorenzo Bini  
Alessandro Pizzetti

11.30 COFFEE BREAK  
FOTO DI GRUPPO

12.00

**INTERVISTA  
LA PERSONA AL CENTRO**  
Introduce **Daniela Montemarlo** | Professoressa ordinaria di Economia  
Aziendale, Università dell'Insubria e Avviate Professoressa  
di Family Business e Governance, SDA Bocconi  
**Maurizio Marchesini** | Presidente, Gruppo Marchesini  
**Valentina Marchesini** | Direttrice Risorse Umane,  
Marketing e Comunicazione, Gruppo Marchesini

12.30

**PILLOLA  
PRODURRE FUTURO**  
**Florindo Rubbertino** | Consigliere, AIDAF e Amministratore  
Delegato, Rubbertino Editore

2.40

**TAVOLA ROTONDA  
LA CONVIVENZA  
INTERGENERAZIONALE AL CUORE  
DELLA GOVERNANCE FAMILIARE**  
Introduce **Silvio Tomasselli** | Ambassador Accademico, AIDAF  
e Professore, Associazione di Economia Aziendale,  
Università degli Studi di Palermo  
**Enrico Marchi** | Presidente, Gruppo Banca Finint  
**Margherita Marchi** | Head of New Business Finint  
Investments, Gruppo Banca Finint  
**Jose Ballo** | Amministratrice Delegata, Donnafugata  
**Villeda Viano** | Amministratrice Delegata,  
Di Mauro Officine Grafiche





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*[Name]* | Vice-Chair of the

*[Name]* | CEO *Mapei*

*[Name]* | International Relation

Strategy and Entrepren



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Johannes *chsen* | Vice-Chair of the Supervisory

Veron *CEO, Mapei*

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Paolo *International Relations, AIDAF*  
Semo *Strategy and Entrepreneurship, SDA*















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# THE POWER OF STEWARDSHIP

Johannes Gullichsen, Vice-Chair of the Supervisory Board, *Ahlström OY*

Veronica Squitieri, CEO, *Mapei*

Moderator:

Paolo Morosini, International Relations, *AIDAF*

Senior Lecturer, Technology and Entrepreneurship, *SDA Bocconi*









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James Gullichsen | Vice-Chair of the Supervisory Board, *Ahlström OY*

Luca Squinzi | CEO, *Mapei*

Luca Squinzi | International Relations, *AIDAF*  
Luca Squinzi | Entrepreneurship, *SDA Bocconi*



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VERONICA SQUINZI  
JOHANNES GULLICHSEN

PURPOSE → WORK TOGETHER  
↓ RESPONSIBLE LEADERSHIP  
FOR NEXT GENERATIONS

OUR HISTORY



ROME























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& RESPONSIBLE LEADERSHIP

FOR NEXT GENERATIONS

OUR HOST

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BUSINESSES

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# THE POWER OF STEWARDSHIP

VERONICA SQUINZI  
JOHANNES GULLICHSEN

PURPOSE → WORK TOGETHER  
RESPONSIBLE LEADERSHIP  
FOR NEXT GENERATIONS

OUR HISTORY

VISION → "G" TECH  
"H" PASSION  
"L" LISTEN  
"L" LOVE THE JOB  
"L" DON'T BE SCARED



# THE POWER OF STEWARDSHIP

VERONICA SQUINZI  
JOHANNES GULLICHSEN

PURPOSE → WORK TOGETHER  
RESPONSIBLE LEADERSHIP  
FOR NEXT GENERATIONS  
OUR HISTORY  
VISION  
LISTEN  
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LOVE THE...  
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# THE POWER OF STEWARDSHIP

EFB EUROPEAN FAMILY BUSINESSES

OCTOBER 3RD 2024

FOR NEXT GENERATIONS  
WE HAVE RESPONSIBILITY TO CONTINUE OUR BUSINESS  
INVEST FOR THE FUTURE  
TEAMWORK: BE PART OF A BIG FAMILY  
THE EVOLUTION OF A BUSINESS: MOTIVATION  
COMMUNICATE VALUES  
"LOVE THE JOB AND DON'T BE SCARED ABOUT RESPONSIBILITY"  
"PASSION"  
"TECHNIQUE"  
"WORK TOGETHER"  
"RESPONSIBLE LEADERSHIP"

JOHANNES















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# THE POWER OF STEWARDSHIP

VERONICA SQUINZI  
JOHANNES GULLICHSEN

PURPOSE → WORK TOGETHER RESPONSIBLE LEADERSHIP

TEAMWORK BE PART OF A BIGFAMILY

FOR NEXT GENERATIONS

INVEST FOR THE FUTURE

WE HAVE RESPONSIBILITY TO CONTINUE OUR BUSINESS

POSITIVE CONTRIBUTION

OUR HISTORY

VISION

TECHNIQUE

THE EVOLUTION OF A BUSINESS:

MOTIVATION

PASSION

LISTEN

LOVE THE JOB AND DON'T...















# THE POWER OF STEWARDSHIP

BY VERONICA SQUINZI  
AND JOHANNES GULLICHSEN





















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JOHANNES GULLICHSEN



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VERONICA SQUINZI

JOHANNES GULLICHSEN

VERONICA SQUINZI









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# HOW WE BALANCE THE GREEN DEAL AND INDUSTRIAL COMPETITIVENESS

10<sup>TH</sup> EUROPEAN FAMILY BUSINESS SUMMIT

JAVIER ORMAZABAL  
MARCO DUSO  
ALESSANDRO GARRONE

ROME, OCTOBER 3<sup>RD</sup> 2024



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ALESSANDRO GARRONE



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ROME, OCTOBER 3<sup>RD</sup> 2024



# HOW WE BALANCE THE GREEN DEAL AND INDUSTRIAL COMPETITIVENESS



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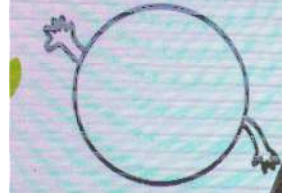
ROME, OCTOBER 3<sup>RD</sup> 2024





# WE BALANCE THE GREEN DEAL INDUSTRIAL COMPETITIVENESS

JAVIER ORMAZABAL  
MARCO DUSO  
ALESSANDRO GARRONE



FEB 3RD 2024



# WE BALANCE THE GREEN DEAL INDUSTRIAL COMPETITIVENESS

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FEB 3RD 2024









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HOW TO MAINTAIN  
COMPETITIVENESS

OCTOBER









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HOW MANTAIN  
COMPETITIVENESS

OCTOBER 3<sup>RD</sup> 2024



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# HOW WE BALANCE THE GREEN DEAL AND INDUSTRIAL COMPETITIVENESS

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HOW MANTAIN  
COMPETITIVENESS

SEPTEMBER 3<sup>RD</sup> 2024



# HOW WE BALANCE THE GREEN DEAL AND INDUSTRIAL COMPETITIVENESS

JAVIER ORMAZABAL  
MARCO DUSO  
ALESSANDRO GARRONE



ENVIRONMENTAL  
GOAL

HOW MANTAIN  
COMPETITIVENESS

SEPTEMBER 3<sup>RD</sup> 2024





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JAVIER ORMAZABAL  
MARCO DUSO  
ALESSANDRO GARRONE



ENVIRONMENTAL GOAL

HOW MANTAIN COMPETITIVENESS

OCTOBER 3RD 2024







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GOAL



ENVIRONMENTAL  
GOAL













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MARCO DUSO  
ALESSANDRO GARRONE



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MARCO DUSO  
ALESSANDRO GARRONE

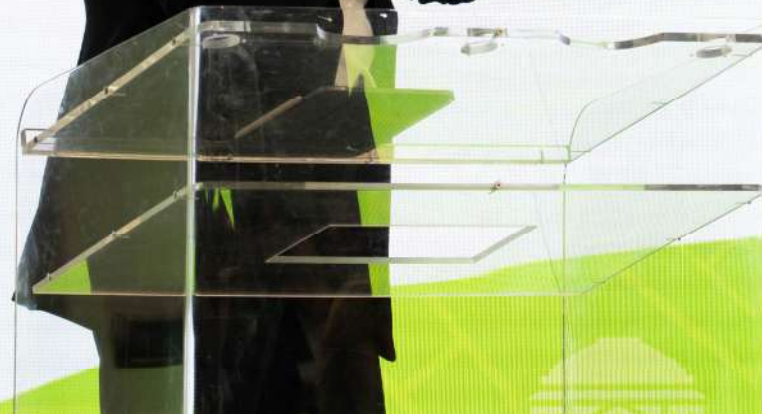


SPEECH

SHAPING THE FUTURE  
OF EUROPEAN COMPETITIVE  
FAMILY BUSINESSES AND SM

Martina

Member of the European Parliament

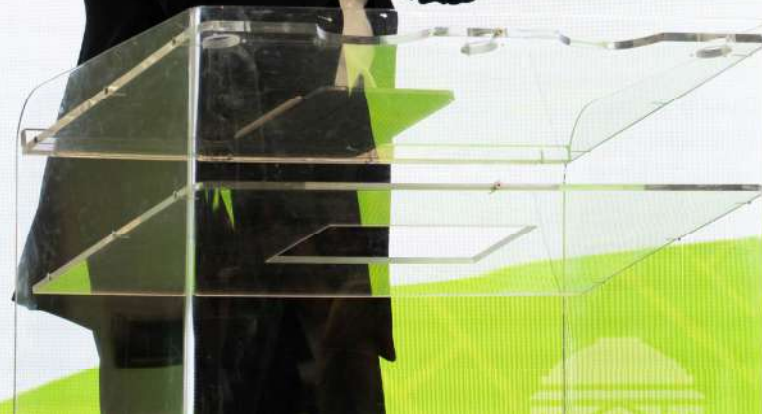


SPEECH

SHAPING THE FUTURE  
OF EUROPEAN COMPETITIVE  
FAMILY BUSINESSES AND SM

Martina

Member of the European Parliament





SPEECH

SHAPING THE FUTURE  
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Member of the Eur



SPEECH

SHAPING THE FUTURE  
OF EUROPEAN COM-  
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Member of the Eur









SPEECH

# SHAPING THE FUTURE OF EUROPEAN COMPETITIVENESS: FAMILY BUSINESSES AND SMEs

*Martina Dlabajová* | Member of the European Parliament 2014-2020





SPEECH

# SHAPING THE FUTURE OF EUROPEAN COMPETITIVENESS: FAMILY BUSINESSES AND SMEs

*Martina Dlabajová* | Member of the European Parliament 2014-2022







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SPEECH

# SHAPING THE FUTURE OF EUROPEAN COMPETITIVENESS: FAMILY BUSINESSES AND SMEs

Martina Dlabajová | Member of the European Parliament 2014-2024



SPEECH

# SHAPING THE FUTURE OF EUROPEAN COMPETITIVENESS: FAMILY BUSINESSES AND SMEs

Martina Dlabajová | Member of the European Parliament 2014-2024

# SHAPING THE FUTURE EUROPEAN COMPETITIVENESS

I AM AN OPTIMIST

IN A BAD MOMENT FOR EUROPE

RESPONSIBILITY

CONNECT

MARTINA



# SHAPING THE FUTURE EUROPEAN COMPETITIVENESS

I AM AN OPTIMIST

IN A BAD MOMENT FOR EUROPE

RESPONSIBILITY

MIND

CONNECT

MARTINA

