

# Invitation



Tuesday, January 31, 2023, h 11.00 a.m.  
Auditorium, Centro Servizi - Rho Fiera Milano

## Opening Ceremony 36th edition **TRACEABILITY AS A GAME CHANGER FOR TEXTILES**

*The guests of the Opening Ceremony contributing  
with a brief institutional greeting message*

**Luca Palermo**  
CEO FIERA MILANO

**Carlo Capasa**  
PRESIDENT OF CAMERA NAZIONALE DELLA MODA ITALIANA

**Ercole Botto Poala**  
PRESIDENT OF CONFINDUSTRIA MODA

**Maurizio Forte**  
DIRECTOR OF MADE IN ITALY PROMOTION DEPARTMENT ITA - ITALIAN TRADE AGENCY

*The speakers*

**Alessandro Barberis Canonico**  
PRESIDENT OF MILANO UNICA

**Marco Montemagno**  
FOUNDER 4BOOKS

**Maria Teresa Pisani**  
ACTING HEAD, SUSTAINABLE TRADE AND OUTREACH UNIT,  
UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

**Paola Bertola**  
FULL PROFESSOR AT POLITECNICO DI MILANO

**Gabriele Maggio**  
CEO STELLA MC CARTNEY

**Sergio Tamborini**  
PRESIDENT OF SISTEMA MODA ITALIA

*moderator*

**Emanuele Farneti**  
EDITOR IN CHIEF OF D LA REPUBBLICA

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Comune di  
Milano



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