



CAMERA DI COMMERCIO  
INDUSTRIA ARTIGIANATO E AGRICOLTURA  
DI TORINO



UNIVERSITÀ DEGLI STUDI DI TORINO



*In collaboration with*



# ITALY-MALAYSIA BUSINESS FORUM IN TURIN Webinar

**Wednesday 15<sup>th</sup> July 2020**

**10:30 – 12:30 (CEST)**

*Working language: English & Italian*

*Part of the TOASEAN Project*



# **Agenda**

## **10:30 – Welcome remarks**

- Mr. Dario Gallina, President, Torino Chamber of Commerce
- H.E. Abdul Malik Melvin Castelino, Embassy of Malaysia to Italy
- Prof. Giuseppe Gabusi, University of Turin and T.wai
- Mr. Vincenzo Alaimo, President, IMBA - Italy Malaysia Business Association

## **10:50 – Malaysia country presentation**

Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid,  
Director of Foreign Investment Coordination MIDA  
(Malaysian Investment Development Authority)

## **11:05 – Italian business in Malaysia**

Mr. Enrico Giuntelli, Secretary General IMBA  
(Italy-Malaysia Business Association)

## **11:15 – Retail and Fast-moving consumer goods**

Mr. Luca De Nard, Managing Director, Nielsen Malaysia

## **11:25 – Innovation: policies & results**

Mr. Gabriele Giovannini, Researcher University of Turin and T.wai

## **11:35 – Corporate presentations & case studies**

- **UMW Group:** focus on automotive - aerospace  
Mr. Dato' Abdul Rashid Musa  
President of Manufacturing & Engineering Division,
- **Marelli Motori Asia:** focus on the manufacturing landscape  
Mr. Marco Cavallero, Managing Director

## **12:05 – TOAsia Export Training presentation and closing remarks**

## **12:10 – Q&A**