

**Invest in Italy Toronto**  
**April 9<sup>th</sup>, 2025**  
**Ontario Investment and Trade Centre**

**Agenda**

- 10:00 Registration
- 10:30 Opening remarks and introduction  
*Marco Saladini, Director of the Italian Trade Agency's offices in Canada*
- 10:35 Welcoming remarks  
  
*Alessandro Cattaneo - Ambassador of Italy to Canada  
Ministry of Foreign affairs and international cooperation*  
  
*Sameena Qureshi - Minister-Counsellor, Senior Trade Commissioner  
Canadian Embassy in Italy*  
  
*Marco Zambon - Executive Director  
Italian Chamber of Commerce of Ontario*
- 10:50 Outlook of the Italian economy  
*Carmine Porello - Chief Representative for North America  
Bank of Italy*
- 11:05 Why Italy? National incentives  
*Giovanni Carpenteri - Investment attraction Desk  
ITA Canada*
- 11:15 Why Italy? Services and National System to support Foreign Direct Investments  
*Donatella Ciccimarra - Project Manager  
Lorenzo Robbe - Senior Project Manager  
Invitalia - National Unit for Investment Attraction (MIMIT)*
- 11:25 Investment in Italy - Europe  
*Jonathan Strong - Associate General Counsel  
GEOTAB*
- 11:35 Current challenges for Ontario businesses  
*Daniel Tisch - President and CEO  
Ontario Chamber of Commerce*

- 11:45      Acquisition of Grandi Stazioni Retail  
*Luca Lupo - Infrastructure fund Managing Director*  
*OMERS*
- 11:55      Questions and answers
- 12:00      Light lunch and networking session
- 1:00        Event ends

Master of ceremonies  
*Sabrina Osmani*

**In collaboration with**



THE BRITISH CANADIAN CHAMBER  
OF TRADE AND COMMERCE  
LA CHAMBRE DE COMMERCE  
CANADA-GRANDE-BRETAGNE



ontario  
chamber of  
commerce



ICCO CANADA

## Invest in Italy Toronto April 9<sup>th</sup>, 2025 - Speakers' Profiles

### **Marco Saladini**

Director of the Italian Trade Agency's offices in Canada

Marco Saladini manages the Toronto, Montréal and Vancouver offices of the [Italian Trade Agency](#), tasked with developing trade and investment relations between Canada and Italy in a wide range of industries, ranging from industrial machinery to food and wine. Marco has extensive overseas experience and holds a Master's degree in Political Sciences and a Certificate in Emerging Markets.

### **Alessandro Cattaneo**

Ambassador of Italy to Canada - Ministry of Foreign affairs and international cooperation

After graduating in Law from the "Università Cattolica del Sacro Cuore" (Catholic University of the Sacred Heart), Milan, he joined the foreign service in 1998, initially assigned to the Directorate-General for Migration and Social Affairs, and subsequently to the General Secretariat. In 2002 he was posted to the Embassy of Italy in Tel Aviv, where he coordinated the Economic, Commercial and Scientific Office, and in 2006 he joined the Permanent Delegation of Italy to NATO in Brussels. In 2010 he began to serve in the General Secretariat of the Presidency of the Italian Republic in Rome, and in 2013 he was posted to Washington DC as Counsellor. In 2017 he returned to the Permanent Delegation of Italy to NATO in Brussels, where he served as First Counsellor and then as Deputy Permanent Representative of Italy to the Atlantic Council. Back to Italy in 2021, he became Head of the NATO and Strategic Affairs office, Political Affairs and Security Directorate of the MFA. In 2022 he became Minister Plenipotentiary, and in 2023 he was appointed Deputy Diplomatic Advisor to the President of the Council of Ministers. Since 5 December 2024 he has been appointed [Ambassador of Italy to Canada](#).

### **Sameena Qureshi**

Minister-Counsellor and Senior Trade Commissioner - Canadian Embassy in Italy

Sameena is the Senior Trade Commissioner at the [Canadian Government Embassy](#) in Rome.

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The Embassy in Rome is organized on an industry sector basis. The Embassy in Rome also handles enquiries pertaining to Albania, Malta and San Marino.  
A Consulate in Milan is also available for Canadian Citizens.

**Marco Zambon**

Executive Director - Italian Chamber of Commerce of Ontario

Marco Zambon is the new Executive Director of the [Italian Chamber of Commerce in Ontario](#), where he is dedicated to fostering strong business ties between Italy and Canada.

For over 20 years, Marco served as the CEO of Diginess, a marketing and business development agency based in Italy, where he helped some of the best Italian companies enter the Canadian market.

He studied IT and Business Management at the University of Padua, equipping him with a strong understanding of new technology and business management.

In his current role, Marco is focused on completing the transformative SPAZIO CAMERA project, building a robust business development program to support Italian companies entering the Canadian market, and creating expanded opportunities for the Chamber's members.

Marco is deeply passionate about "Made in Italy" and strongly believes in the strength and potential of the Italian community.

**Carmine Porello,**

Chief Representative for North America - Bank of Italy.

New York, USA

Carmine Porello is currently the head of [Banca d'Italia New York Representative Office](#), which monitors and analyzes developments in U.S. economic policy and the financial marketplace, also supplying relevant information on the Italian economy to the U.S. authorities, institutional

investors and business communities. Activities of the U.S. Rep Office include coverage of the economies of Mexico and Canada.

Previously, Mr. Porello served as the Deputy Director of the Banca d'Italia Brescia branch (2018-2021); Advisor to the Minister of Economy and Finance (2013-2018); Attaché for economic and financial matters at the Embassy of Italy in Beijing (2008-2013); and economist at Bank of Italy's Bari branch (2001-2008).

**Donatella Ciccimarra**

Project Manager - Invitalia - National Unit for Investment Attraction (MIMIT)

Donatella holds a degree in International Relations and Diplomacy. She has been working at [INVITALIA](#) for more than eleven years. She has supported top-level executives and institutional relations and is currently working in the Foreign Direct Investment Unit.

**Lorenzo Robbe**

Senior Project Manager - Invitalia - National Unit for Investment Attraction (MIMIT)

Lorenzo has a degree in political science and business management with specialisations in internationalisation and institutional relations and has been dealing with foreign investment attraction for over 7 years.

**Jonathan Strong**

*Associate General Counsel - GEOTAB*

Jonathan is the Associate General Counsel at [Geotab](#), a world leading, AI-enabled platform for safe, sustainable, connected mobility with more than 3M subscribed fleet vehicles. He focuses on negotiating complex contracts with leading vehicle manufacturers and other global technology partners. Jonathan is a technology and privacy lawyer licensed in Florida and Ontario and received his BA (Hons) from Queen's University (Ontario, Canada) and Juris Doctor from Michigan State University. Jonathan is also an IAPP Certified Information Privacy Professional for Europe (CIPP/e). Outside of technology and privacy law, Jonathan spends his time as a devoted husband and dad, scuba diver, Toronto sports fan, and dog owner.

**Daniel Tisch Echevarria, APR, FCPRS, ICD.D**

*President & CEO - Ontario Chamber of Commerce*

Daniel Tisch is a business, public policy, and community leader, having held executive roles in government and the corporate sector, and senior governance roles at public institutions and non-profit associations and currently serving as the President and CEO of the [Ontario Chamber of Commerce](#). He is known globally as an expert in corporate communications, public policy, community engagement, crisis and reputation management. From 2003 to 2023, Daniel was the driving force in building Argyle Communications (now Changemakers) into Canada's largest management-owned engagement, communication and reputation advisory firm growing to \$40M in revenue, 175 employees and ten North American offices by 2023. Earlier in his career, Daniel held senior communications roles in the Canadian government, including serving as Senior Policy Advisor and Acting Chief of Staff to Canada's Minister of Foreign Affairs. In the latter role, he was a member of the Canadian delegation to the G7 Economic Summit. Daniel has spoken to business audiences on every continent, lectured at Queen's University's Smith School of Business since 1996, and contributed to leading public relations and marketing textbooks. He appears regularly in print and broadcast media, including weekly commentary on CBC Radio and Global News during the 2019 and 2021 Canadian federal elections. In 2021, Daniel was named one of the world's "top 100" social media influencers on public relations. Born in Spain to a Latin American family and raised in Toronto, Daniel speaks English, French and Spanish. He holds two degrees from Queen's

University — a Bachelor of Arts in Political Studies and a Master of Business Administration. He is also a certified corporate director, with an ICD.D designation in corporate governance from the University of Toronto. Daniel has served as vice chair of the Queen's University Board of Trustees, a leader in the international Scouting movement and a board member of Social Venture Partners International. In 2025, Daniel was awarded the King Charles III Coronation Medal for his contributions to his community, the province and the country.

### **Giovanni Carpenteri**

Head of FDI Unit at ITA-Toronto

Giovanni is a Certified Italian lawyer, Licensed Ontario Paralegal and Notary Public with over two decades of international professional experience spanning Italy and Canada. As Head of the FDI Unit at ITA – [Italian Trade Commission in Toronto](#), he provides strategic guidance to Canadian mid-market companies exploring investment opportunities in Italy.

With extensive expertise in investment regulations and legal frameworks, Giovanni assists businesses in navigating Italy's market for long-term growth. Giovanni speaks Italian, English and Spanish.

### **Luca Lupo**

OMERS Infrastructure fund – Managing Director

Luca is a Managing Director and [leads investment efforts in transportation and community infrastructure](#) in Europe, from OMERS' offices in London.

Prior to joining OMERS, Luca was a Managing Director with Morgan Stanley in the Transportation & Infrastructure team in the Investment Banking department. During his career at Morgan Stanley and in his prior roles at Barclays and UBS, Luca advised on over 30 completed transactions across Europe, the Americas and Asia-Pacific.

Luca holds a Bachelor of Science and a Master of Science in Engineering from Politecnico di Milano, where he has also been a lecturer of Corporate Finance.

### **Sabrina Osmani**

Head of Machines Italia Desk – Italian Trade Agency Toronto

Sabrina Osmani brings five years of hands-on experience in trade promotion, supporting a range of projects and international collaborations.

She is currently the Project Manager for the Italian Trade Agency's [Machines Italia](#) initiative in Toronto, where she channels her passion for marketing Italy's manufacturing excellence.

Sabrina has previously held roles as a Marketing Specialist, Trade Analyst, and Project Coordinator, contributing to organizations such as MaRS Discovery District, the German Chamber of Commerce, the U.S. Commercial Service, and others.

In her current role, she helps bridge the gap between Italian manufacturers and the

Canadian market—fostering partnerships, promoting innovation, and driving mutual growth. Through the *Machines Italia* program, she supports North American manufacturers in discovering Italian technologies that are engineered with passion, precision, and performance.

### **Streaming Link**

[Invest in Italy 2025 - Teams Livestream Link](#)

### **For reference and registration**

<https://www.ice.it/en/markets/canada/invest-italy-toronto-event-2025>

### **Social media Channels**

Instagram- @itatradeagencytoronto

Twitter/X - @ITAToronto

LinkedIn - Italian Trade Agency - Canada

Hashtag - #InvestInItaly

### **Hashtag**

#InvestInItalyCanada

### **About the Organizer**

*The Italian Trade Commission (aka ITC) is the governmental entity that promotes the internationalization of Italian companies along with the policies of the Italian Ministry of Foreign Affairs and International Cooperation. ITC provides support to Italian and foreign companies. ITC is headquartered in Rome and operates with a network of offices worldwide linked to Italian embassies and consulates and works closely with local authorities and businesses.*

*ITC provides a wide range of services including the following ones.*

- \* *Selection of business partners*
- \* *Bilateral trade meetings with Italian companies*
- \* *Trade visits to Italy*
- \* *Participation to local fairs*
- \* *Seminars conducted by Italian and Canadian advisers*
- \* *Advisory services to companies considering an investment in Italy*

*In Canada, ITC is present in Toronto, Montréal and Vancouver.*

*For more information on the ITC and its presence in Italy and the world, please visit our website [www.ice.it](http://www.ice.it) (in Italian and English) or write to [toronto@ice.it](mailto:toronto@ice.it).*