

ITALY - SAUDI ARABIA BUSINESS FORUM

Rome | 4 November 2026

Confindustria | Viale dell'Astronomia 30, Rome

Promoted within the framework of the **Saudi-Italian Business Council**, co-chaired by **Confindustria** and the **Federation of Saudi Chambers of Commerce**, the Forum will bring together institutions, business associations and companies with the aim of connecting complementary capabilities and fostering new commercial partnerships, industrial collaborations and investment opportunities.

The initiative builds on the significant strengthening and deepening of bilateral relations between **Italy and Saudi Arabia**. In January 2025, the two countries elevated their relationship to a **Strategic Partnership**, establishing a stronger framework for structured cooperation across economic, industrial and institutional fields. Since then, high-level engagement, sector-specific agreements and the growing involvement of the two business communities have continued to intensify, further supported by a major Italian business mission to Riyadh in November 2025.

This institutional momentum is matched by a rapidly expanding economic relationship. Bilateral trade reached a record **EUR 10.3 billion in 2025** and, despite regional tensions, increased by **20% in the first six months of 2026**. For Italian companies, **Saudi Vision 2030** is generating significant opportunities across infrastructure, construction, hospitality, urban development, manufacturing, automation, high-value services and a wide range of related sectors. At the same time, **Expo Riyadh 2030** provides an additional long-term horizon for cooperation, reinforcing demand for quality, innovation and integrated industrial capabilities.

Against this increasingly favorable backdrop, the **Italy-Saudi Arabia Business Forum** is designed to turn strategic partnership into concrete business opportunities, providing a platform for companies from both countries to build project-based partnerships, identify areas of industrial complementarity and develop new avenues for long-term commercial and investment cooperation.

Particular attention will be devoted to **construction and infrastructure** (including machinery, building materials and products, finishes, building systems, home automation, HVAC and related sectors); **furniture, hospitality, fashion and textiles**; and **industrial machinery and equipment, including robotics**.

Through an institutional plenary session and parallel sectoral roundtables, the programme will provide companies with a focused platform to showcase their capabilities, discuss specific market and project needs, identify potential partners and explore concrete business-to-business opportunities.

Working Language: English



FROM STRATEGIC PARTNERSHIP TO CONCRETE BUSINESS COOPERATION

8:45 – 9:15 Participant Registration

9:15 – 11:00 Plenary Session

09:15 - 09:30 Opening Remarks

Barbara CIMMINO Vice President for Export and Investment Attraction, Confindustria
Kamel S. AL MUNAJJED Chairman, Saudi-Italian Business Council
Sultan AL-MUSLIM Secretary General, Federation of Saudi Chambers of Commerce

09:30 – 9:40 Institutional Greetings

Valentino VALENTINI Deputy Minister, Ministry of Enterprises and Made in Italy*
Mauro BATTOCCHI Director General for Growth and Export Promotion, Ministry of Foreign Affairs and International Cooperation*

09:40 – 10:00 Looking Beyond: Italian – Saudi ties and EXPO Ryadh 2030

Barbara CARFAGNA Anchor and Journalist, RAI
 Rep. of Expo Ryadh 2030
 Rep. of Saudi Vision 2030

10:00 – 10:45 Saudi-Italian: partnerships in action

Jacopo AVOGADRO DI CASALVOLONE Chairman, Fincantieri Arabia
Marco LOMBARDI CEO, Proger
Fabio PANUNZI CAPUANO VP Business Development & Corporate Diplomacy, Sparkle
Walid Suhail AL-SHOAIBI CEO, Suhail bin Abdul Mohsen Al-Shoaibi & Sons Co.
Bassam HAMMADAH Chairman of the Board, Bassam Trading Co.

10:45 - 11:00 End of the plenary session and Beginning of the parallel sectoral roundtables

11.15 – 12.45 Parallel Sectoral Roundtables

Roundtables bringing together the Italian and Saudi business delegations. Each session will open with brief introductory remarks aimed at framing sector-specific opportunities for cooperation. Participants will then be invited to briefly present their companies, share their areas of interest and discuss potential commercial and industrial partnerships.

Roundtable 1 Construction and Infrastructure

Institutional Facilitators

Ibitissame HIMIMIA, Head of
 SIMEST Saudi Arabia
 Italian Trade Agency – ITA*
 CDP*
 SACE*
 SAUDI SIDE

Roundtable 2 Furniture, Hospitality, Fashion and Textiles

Institutional Facilitators

Italian Trade Agency – ITA*
 CDP*
 SACE*
 SAUDI SIDE

Roundtable 3 Industrial Machinery and Equipment, including robotics

Institutional Facilitators

Viola DI CACCAMO, Senior
 Professional External Relations,
 SIMEST
 Italian Trade Agency – ITA*
 CDP*
 SACE*
 SAUDI SIDE

12:45 – 13:00 End of the Sectoral Roundtables

13:00 – 15:00 Networking lunch

*invited