

ITALY: MEB EXPANDS NETWORKS

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At the invitation of H.E. Mr Robert Fillon, Monaco's Ambassador to Italy, MEB CEO Guillaume Rose and Monaco Chamber of Commerce Director Diego Bonaventura spoke at a promotional event for prestigious think tank Trinità Dei Monti on Thursday 28 March in Rome. It was an opportunity to raise awareness among influential Italians and plan new initiatives for businesses.

Around 50 people from the private and public sectors attended the event, held in this establishment at the foot of stairs leading to the Trinità Dei Monti church. The theme was "The Principality's economic model and opportunities for international players". After a welcome speech from the group's President Pierluigi Testa, H.E. Mr Robert Fillon outlined the Principality's political and institutional structures. The MEB's managers then focused in on the many often unrecognised advantages for business, and activities already in Italy, before taking numerous questions from the floor.

As a result, new contacts were made with this network of entrepreneurs, experts and government officials in a country that already has close ties with Monaco (No. 1 importer / No. 1 exporter outside France). It was also very much in line with the MEB's mission to coordinate activities with Monaco's Diplomatic and Consular Corps.

In a similar vein, since 2017 Monaco Invest has organised events at the Ambassadors Club where the focus to begin with was on Destination Monaco for tourism, but is also now embracing the business aspect.

This intensification of relations with leading figures in Italy allows the MEB to plan more events, via its Monaco Chamber of Commerce department to help create new opportunities for member companies in the Principality.



l-r: Diego Bonaventura, Director Monaco Chamber of Commerce; H.E. Mr Robert Fillon, Monaco Ambassador in Italy; Guillaume Rose, CEO of MEB; Pierluigi Testa, President-Founder of the think tank Trinità Dei Monti