

On the occasion of the 4th Venice
Soft Power Conference



SOFT POWER ON A BLUE PLANET: PURSUING ECONOMIC AND SOCIAL PROSPERITY IN A WATER INSECURE WORLD

Lessons from the past, strategies for the future, from the most Serene Republic of Venice to the global commons. The role of the European Union. The possibilities for international co-operation in troubled times.

Speakers

KIRAN MAZUMDAR-SHAW

President and Founder Biocon Limited
e Biocon Biologics Limited (India)

ANA LUIZA THOMPSON FLORES

Director of the UNESCO
Regional Bureau for Science
and Culture in Europe, Venice

LORD CHARLES POWELL

former foreign affairs and defence
adviser to Prime Ministers
Margaret Thatcher and John Major

YUAN DING

China Europe International
Business School

KATIA DA ROS

Vice President Confindustria

AGOSTINO RE REBAUDENGO

President Elettricità Futura

LUCA DAL FABBRO

President Gruppo Iren

LUCIA SILVA

Chief Sustainability Officer,
Generali Group

MASSIMO MEDRI

Mayor of Cervia

Venice

Monday **28 august 2023**

h 16.00 - 19.00

Fondazione Giorgio Cini

Sala degli Arazzi

Welcome Remarks

GIANFELICE ROCCA

Vice President Fondazione Giorgio Cini

Opening

LUIGI BRUGNARO

Mayor of Venice

Message from the President of the Chamber
of Deputies of the Italian Parliament

LORENZO FONTANA

Introductory remarks

FRANCESCO RUTELLI

Videomessage

CARDINAL MATTEO ZUPPI

Special Envoy of Pope Francis

ETTORE SEQUI

Former Secretary General Italian Ministry
of Foreign Affairs, Chairman Sorgenia

Coordinator

GIULIO BOCCALETTI

Scientific Director Euro-Mediterranean Center
for Climate Change; Teaching Associate,
Smith School of Enterprise and the Environment,
University of Oxford

Keynote messages

PAOLO GENTILONI

EU Commissioner for Economic Affairs

GILBERTO PICHETTO FRATIN

Minister of the Environment
and Energy Security

HIS ROYAL HIGHNESS PRINCE EL HASSAN BIN AL TALAL

Chairman Arab Thought Forum

SARAH EL HAÏRY

Secretary of State for Biodiversity, France

- Conference in English
- Live streaming on IED social media channels

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