POWERED BY

CORE
THINKING CONNECTIONS

BUSINESS ETHICS SUMMIT

JUNE 4, 2024 | CASINA PIO IV

09.00
Welcome Coffee

09:30
Rules of Engagement by:

- **Cristiana Falcone**
  Co-Founder, Business Ethics Summit

Welcome Remarks by:

- **Cardinal Peter Turkson**
  Chancellor, Pontifical Academy of Sciences

SESSION 1: AI & POLITICS - FOCUS ON THE EUROPEAN UNION (EU) REGULATION

This session aims at understanding the new EU-AI Regulation, the rationality behind it and the implications for business.

09.40
OPINION LEADER:

- **Brando Benifei**
  Co-Author, European Union AI Act European Parliament
- **Lucilla Sioli**
  Director, Artificial Intelligence and Digital Industry, European Commission

RESPONDENTS:

- **Cherie Blair**
  Founder & Chair, Omnia Strategy
- **Edward Cunningham**
  Adjunct Lecturer in Public Policy, Harvard Kennedy School
- **Hisham El-Sherif**
  Founder of Egypt and Africa Information Society Initiatives, Chairman and Founder of RIITSEC& IDSC, Former Minister, and Member of European Royal Academy of Doctors
- **Giuseppe Scognamiglio**
  President Eastwest European Institute
- **Serafino Sorrenti**
  Chief Innovation Officer, Presidenza del Consiglio dei Ministri
- **Mario Nobile**
  Director General of the Agency for Digital Italy

ACADEMIC PARTNER · CONTENT PARTNER · WITH THE PATRONAGE OF · TECHNICAL PARTNER · MEDIA PARTNER · MAIN PARTNER

- **Antonella Centra**
  Executive Vice President, General Counsel, Corporate Affairs & Sustainability, Gucci
- **Luca Nicoletti**
  Head of Industrial, technology, research & education programs, National Agency for Cybersecurity
- **Marco Gaeta**
  Head of Digital Innovation and operations, SIMEST
- **Diego Ciulli**
  Head of Government Relations Italy, Google

SESSION 2, PART 1: AI & BUSINESS

The sessions provide an opportunity to share ideas and experiences regarding the balancing act of leveraging AI to boost productivity and increase efficiency, while at the same time, enhancing relations capabilities to create value and compete in a world where customers, shareholders, talents and stakeholders are still human.

- **Service & Product Development**
- **Brand, Marketing & Advertising**
- **Finance**
- **Safety & Security**

10.40
OPINION LEADER:

- **Simona Arduini**
  Vice President, Banca Ifis
- **Roberto Tundo**
  Chief Technology, Innovation & Digital Officer, Gruppo Ferrovie dello Stato Italiane

RESPONDENTS:

- **Archie Ravishankar**
  CEO & Founder COGNI
- **Marco Santucci**
  CEO, Jaguar Land Rover, Italia
- **Ivano Gabrielli**
  Director, Polizia Postale
- **Stefano Genovese**
  Head of Institutional and Public Affairs, Unipol
- **Bhav Singh**
  Founder & CEO, Sandbox Group
- **Julia Lee Cunningham**
  Associate Professor of Management & Organizations, Stephen M. Ross School of Business, University of Michigan
- **Panos Linardos**
  Chairman, Retail Leaders Circle
- **Karina Riera**
  Marketing & Sales Consultant, Alurralde Jasper
- **Gerardo Carucci**
  Brand Advisor
- **Pier Luigi Dal Pino**
  Director General of Institutional Relations, Microsoft Italia
- **Massimo Giordano**
  Managing Director Europe Office, McKinsey (EU)
- **Andrea Poggi**
  Global Lead Client Service Partner, Deputy CEO, Deloitte Central Mediterranean (DCM)

11.30
Coffee Break

SESSION 2, PART 2: AI & BUSINESS

- **Sustainability**
- **Talent, Diversity**
- **Governance**

11.45
OPINION LEADER:

- **Salvatore Pinto**
  President, AXPO

RESPONDENTS:

- **Piero Ferrari**
  Board Member, Ferrari
- **Franco Cotana**
  CEO, Ricerca sul Sistema Energetico - RSE
- **Sergio Paternostro**
  Full professor in Business Administration, Lumsa University
- **Laurence Perrin-Rees**
  Chief Compliance Officer, Chanel
- **Federica Marchionni**
  Director, Global Fashion Agenda
- **Romina Gingasu**
  Founder, Red Women Foundation
- **Kirsty Stevenson**
  Head of Human Rights, Chair of Human Right's Council, HP
- **Andrew Hobbs**
  Partner EMEIA Public Policy Leader, EMEIA Center for Board Matters Leader, EY
- **Marella Moretti**
  Member of the Board, Banijay Group
- **Ana Paula de Jesus Assis**
  Chair & General Manager IBM Europe, Middle East & Africa
- **Giovanni Battista Dagnino**
  Chair of Management and Professor of Digital Strategy, LUMSA University

SESSION 3: PHILOSOPHY CLASS

After a brief review of the key ethical questions posed by AI, participants will reflect on the relations between Artificial Intelligence and Human Consciousness.

12.45
Philosophy lecture by:

- **Fr. Philip Larrey**
  Professor Lynch School of Education and Human Development, Boston College

RESPONDENTS:

- **Brian Smith**
  Associate Dean for Research, Lynch School of Education & Human Development, Boston College

- **Riccardo Adami**
  Chair Quantum Cryptography, Politecnico di Torino
- **Massimo Redaelli**
  Founder & CEO, PrimaMG
- **Barbara Carfagna**
  Anchor & Author, Channel 1 Rai
- **Piero Bonadeo**
  President, Center for Latin America Convergence
- **Chiara Tilesi**
  Director and producer
- **Mateo Figueroa Tobon**
  America Area Manager, Fundacion Real Madrid
- **Paolo Cellini**
  Professor of Digital Economics Luiss University, Professor of AI Economics John Cabot University
- **Gianni Letta**
  Journalist and Politician
- **Luciano Violante**
  President, Fondazione Leonardo
- **Fiorenza Sarzanini**
  Deputy Editor-in-Chief, Corriere della Sera

13.15
Wrap up by:

- **Cristiana Falcone**
  Co-Founder, Business Ethics Summit
- **Antonio Parenti**
  Head of European Union Representation in Italy

13.20
Light Lunch