

VareseNews

Varese presented by Panorama, with four days of events

Pubblicato: Lunedì 25 Maggio 2015



Everything is ready for the visit to Varese of **Panorama d'Italia**. After the great success in 2014, the weekly publication, which is edited by Giorgio Mulè, is continuing its journey to towns in Italy, to talk about all that is excellent in business, start-ups, fashion, food and art. The tour, which started out from Naples, on 25 March, is making ten stops, including Varese. The Garden city **will be the protagonist from 27 – 30 May**, with three days of meetings with companies, award-winning chefs, and artists of national importance.

Last year, Panorama d'Italia reached 3 million people, with a total of 100 million contacts, involving 400 newspapers and magazines, and television and radio stations, 11 universities, 120 businesspeople, more than 500 companies and 180 start-ups, in more than 200 events, with the participation of more than 300 important guests and speakers, including 6 Ministers and 7 Regional Presidents. **Here is the programme in detail:**

WEDNESDAY 27 MAY

4.00 p.m. Panorama d'Italia, Opening Event, in Piazza San Vittore – **“Varese, now it's your turn”**;

5.30 p.m. in the Palazzo Estense – **“Mr. President, please explain ...”** Roberto Maroni, the President of Lombardy Region, will answer questions put by the people. Giorgio Mulè will chair the meeting;

7.30 p.m. in the Collegiata, in Castiglione Olona – **“Journey into the early Italian Renaissance”**, a lesson given by Vittorio Sgarbi;

9.00 p.m. at Twiggy, in Varese – **Meeting cinema: Piera Detassis (the director of Ciak) interviews Geppi Cucciari.**

TUESDAY 28 MAY

9.30 a.m. at Insubria University – debate: **“The ways to growth: the tourist and logistics industries, the Varese model for Italy”**. Guests: Fabrizio Dallari (Lecturer at LIUC – the Carlo Cattaneo University), Maria Cristina Farioli (director of Marketing, Communications & Citizenship at IBM Italia), Giorgio Girelli (vice-chairman of MV Agusta), Pietro Modiano (chairman of SEA), Giancarlo Morandi (chairman of COBAT), Ignazio Parrinello (chairman of Finlombarda), Rosario Rasizza (CEO of Openjobmetis), and Giovanni Valotti (Vice-Chancellor of the Bocconi University, and chairman of A2A);

11.30 a.m. at Insubria University – debate: **“Creating a start-up in Lombardy is possible”**. The journalist, Barbara Carfagna, will chair the debate. Guests: Fernando Alberti (director of the Institute for Entrepreneurship and Competitiveness at LIUC – the Carlo Cattaneo University), Domenico Arcuri (CEO of Invitalia), Federico Barilli (General Secretary of Italia StartUp), Fernando Napolitano (via Skype, from New York – chairman and CEO of IB&II), Giuseppe Ravasi (the Cloud Ecosystem Development Manager, at IBM Italia), Luca Seletto (from External Startup Initiatives ENEL); Case History: Mario Borri (from NTT New Tech Targets), Matteo Anthony Destantini (from Zzzleepandgo), Edoardo Tosetti (from POIP);

4.30 p.m. at the house of **“Panorama d'Italia”** – **Geronimo Stilton** meets his young readers;

6.00 p.m. at Twiggy, in Varese – Meeting music: **Gianni Poglio (the Panorama journalist) interviews Enrico Ruggeri**. After the interview, there will be a tasting of products offered by Esselunga.

FRIDAY 29 MAY

10.00 a.m. at Palazzo Estense, in the Salone Estense – conference: **“A meeting of excellence”**. Introductory speech by Mayor Attilio Fontana. Guests: Paolo Bonifati (Head of the north-west area market of ENEL Energia), Giovanni Brugnoli (chairman of the Union of Industrialists in Varese Province), Alberto Onetti (lecturer in Economics and Company Management at Insubria University), Mauro Parolini (Councillor for Commerce, Tourism and the Service Sector – Lombardy Region), Luca Spada (chairman of NGI SpA – EOLO), Franco Venanzi (administrator of Venanzieffe Srl and chairman of ANCO);

1.00 p.m. VareseVive – cooking demonstration by the **award-winning chef Massimo Mentasti**, followed by a food experience. During the event, there will be a tasting of Tisanoreica cocktails;

5.30 p.m. at the Impero Multiplex Cinema, in the Sala Giove – **Meeting music: Gianni Poglio interviews J-Ax**;

7.15 p.m. at Palazzo Estense, in the Sala Rosa – **Maurizio Tortorella (assistant editor of Panorama) interviews Nicola Grattieri**, the magistrate and author of the book “Oro Bianco”, followed by a tasting of Grana Padano cheese;

8.30 p.m. VareseVive – **Talk Show, with Alfonso Signorini (editor-in-chief of Chi) and Giorgio Mulè**. The meeting will be preceded by a tasting of products offered by Esselunga.

SATURDAY 30 MAY

10.00 a.m. **the Gaggio Farm, in Galliate Lombardo** – Bike tour on the shores of Lake Varese, organised by EICMA, for Panorama d'Italia.

di [Translated by Veronica Papa](#) (Reviewed by Prof. Rolf Cook)