



PARKER RUSSELL INTERNATIONAL ANNUAL EUROPEAN FORUM 2024

**6 SEPTEMBER 2024
MILANO, ITALY**

Welcome Statement

Dear Esteemed Members,

I am thrilled to extend a cordial invitation to you for the highly anticipated Parker Russell International Annual European Forum 2024, set to take place on the 6th September in the beautiful city of Milano, Italy.

The conference will provide a platform for networking, knowledge sharing, and collaboration among members in the region. It is an opportunity to forge meaningful connections, exchange ideas, and leverage the collective expertise of the networks region for mutual benefit. I encourage each of you to actively participate in the conference, contribute your unique perspectives, and engage in fruitful discussions that will shape the future direction of the European region.

Your presence and active involvement are integral to the success of this event and our collective journey towards excellence. All pertinent details regarding the conference, including registration information and accommodation options, are enclosed in this invitation. Please take a moment to confirm your attendance and indicate your requirements by completing the electronic form on page 9 and returning to jgriffiths@parkerrussell.co.uk

Should you have any enquiries or require assistance, please do not hesitate to reach out to Joy Griffiths, our dedicated event coordinator, who will be more than happy to assist you.

I look forward to welcoming you to Milano!

Warm Regards,

Fabio Cosmai

Managing Partner



ANNUAL EUROPEAN FORUM 2024

Conference Agenda

FRIDAY 6TH SEPTEMBER

09:00 – 09:30 Registration
09:30 – 17:30 Conference
13:00 – 14:00 Lunch
19:30 Celebratory Dinner

DRESS CODE

Conference	Business Suit
Dinner	Smart casual or business suit

*Agenda is subject to change.

Agenda

09:00 – 09:30 Registration
09:30 – 10:00 Introduction & Welcome
10:00 – 10:30 Presentation
10:30 – 11:00 Presentation
11:00 – 11:20 Break
11:20 – 12:00 Presentation
12:00 – 12:30 Presentation
12:30 – 13:00 Presentation
13:00 – 14:00 Lunch
14:00 – 15:10 Presentation
15:10 – 15:30 Presentation
15:30 – 15:50 Presentation
15:50 – 16:10 Break
16:10 – 16:30 Presentation
16:30 – 17:30 Presentation
19:30 Celebratory Dinner

The destination



Milano, located in the Lombardy region, is the second most populous city in Italy and one of the country's most important economic, cultural, and financial hubs. Internationally renowned for its fashion, design, and innovation, Milan offers a fascinating blend of ancient history and vibrant modernity.

The city is home to the Italian Stock Exchange (Borsa Italiana), which is the main stock exchange of Italy. The presence of the stock exchange solidifies Milan's position as a leading financial center. Numerous national and international banks, investment firms, and insurance companies are headquartered in the city, contributing to its financial strength.

The fashion industry is a major contributor to Milan's economy. As one of the "Big Four" fashion capitals, alongside Paris, New York, and London, Milan hosts biannual Fashion Weeks that attract designers, buyers, and media from around the world. The city's fashion district, the Quadrilatero della Moda, is a hub for luxury brands and high-end shopping.

The town has a strong industrial base, particularly in sectors such as automotive, machinery, and chemicals. The region surrounding Milan, often referred to as the "Industrial Triangle" (with Turin and Genoa), is one of the most industrialized areas in Europe. Milan's industrial sector is characterized by advanced manufacturing and a high level of innovation.

Milan is increasingly becoming a hub for technology and innovation. The city supports a growing number of tech start-ups and is home to several innovation districts and tech parks, such as the Milan Innovation District (MIND) and the PoliHub, the innovation district of the Politecnico di Milano. The focus on digital transformation and smart city initiatives is fostering a vibrant tech ecosystem.

The city's strategic location in the heart of Europe, combined with its well-developed infrastructure, makes it a key gateway for international trade. The city hosts numerous trade fairs and exhibitions, such as the Salone del Mobile (Milan Furniture Fair) and EICMA (Milan Motorcycle Show), which attract businesses and visitors globally.

Milan is a major center for media and communication in Italy. The city is home to leading publishing houses, advertising agencies, and media companies. The presence of major broadcasters and the production of television programs and films also contribute to the local economy.

The city is well-connected with the rest of Italy and Europe through its two main airports, Malpensa and Linate, and an efficient public transport system that includes the metro, trams, and buses.

The venue and accommodation



Located in a historical building in the very city centre of Milan and just 200 meters from the Duomo Cathedral, it is the perfect choice for those who wish to experience a stay in the heart of the city in a prestigious hotel. The marvellous Restaurant & Bar The Roof on the tenth floor offers an incomparable view that sweeps across the city, and it will make your stay unforgettable.

All the rooms of the Hotel with classic or modern style are equipped with all comforts and suitable for any type of Guests. The Hotel has various solutions for organising meetings or events, an excellent restaurant, a lounge bar and parking facilities.



Hotel Dei Cavalieri
Piazza Giuseppe Missori,
1, 20123 Milano MI, Italy
Telephone +39 02 8857600

The venue and accommodation

HOTEL SERVICES

Check-in 3 p.m.

Check-out 12:00 noon

Luggage Deposit

If you arrive before check-in time or if you still want to visit Milan or go shopping after leaving your room, you can leave your luggage free of charge at our reception.

Minibar

Guests of our hotel will find in their room a coffee and tea set and a wide selection of snacks, soft drinks and alcoholic beverages.

Health & Safety

Our staff is trained and constantly updated on all Covid procedures for sanitising rooms and common areas.

The Roof Bar & Restaurant

On the hotel's 10th floor, you can lunch, dine or simply have a drink while enjoying a stunning view over the city. Access to The Roof Milano requires advance booking, which can be done by clicking the button.

GETTING TO THE HOTEL

The hotel is easily accessible by any means of transport. For those moving around the city by underground, the Missori stop on the yellow line and the Duomo stop on the red line are the closest. Hotel has a car park just 150 metres away with electric cars recharging points.

Metro

Yellow underground line: Missori stop (in front of the hotel)

Red underground line: Duomo stop (500 metres)

Airports

Linate Airport (LIN): 8 km

Malpensa Airport (MXP): 45 km

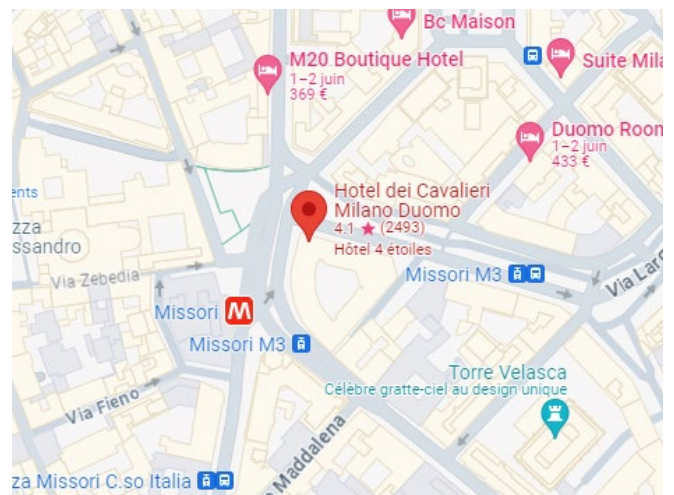
Bergamo Orio Al Serio Airport: 52 km

FS Stations

FS Central Station: 4 km

Garibaldi Station: 5 km

Cadorna Station: 2.5 km



The venue and accommodation

BOOK THE ROOF

Parking

Hotel guests can park conveniently in the garage at Via Chiaravalle 12, just 200 metres away.

The garage is open 24 h, covered and guarded.

The cost is 25 Euro/24 h.

Advance booking is not necessary and you will receive your access voucher when you check in.

Electric cars including Teslas can be recharged at the car park.

Area C

Please note that access with your own car/motorbike to the historic centre of Milan entails payment of the Area C entrance ticket, which is not included in the parking price. The 7,50 Euro ticket must be paid directly by the car owner if you access only during these time slots: Monday - Friday 7:30 am - 7:30 pm. Saturdays, Sundays and public holidays are free of charge. Our reception staff can help you when you check in to activate it.

More information and payment methods are available on the City of Milan website

Room Service

For those who wish to lunch or dine in the comfort of their own room, we offer a rich room service. The cost of the service is 6.50 Euro.

Online Check-In

To speed up the check in process, you will receive a link that will allow you to check in in advance before your arrival at the hotel.

Transfers & Taxis

To get to the hotel from the airports or to move quickly in or out of the city, we can arrange a private car with driver.

For details and conditions: BOOK THE TRANSFER



Pet Friendly

For those travelling with small dogs (maximum 10 kg), we offer a dedicated package at a cost of € 25 per day.

Laundry

Our laundry service can solve any problems caused by travelling and being away from home, such as ironing, dry cleaning or water washing of personal clothes. The service operates from Monday to Saturday.

Free Wi-Fi

WIFI internet connection is free for PCs, tablets and smartphones for the duration of your stay.

An internet station with the possibility of printing documents is installed in the hotel lobby.

Breakfast

To get the day off to the best possible start, we offer a rich buffet with a wide choice of sweet and savoury products with suggestions for those with food intolerances.

Breakfast is served daily from 7:00 a.m. to 10:30 a.m. or can be ordered in your room for an additional charge of 6.50 Euro.

Concierge

Our concierges can help you organise your stay in Milan in the best possible way.

Any information can be forwarded to:

reception@hoteldeicavalieri.com

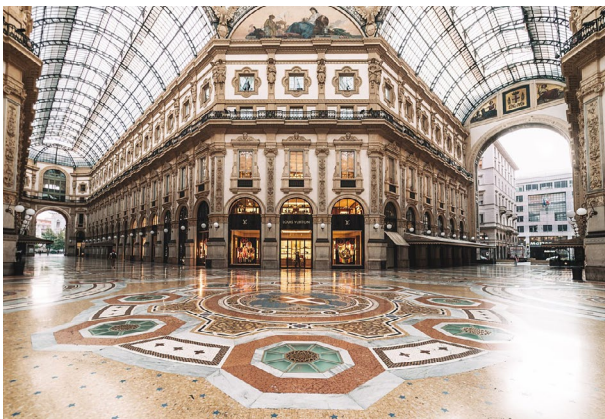
Things to do

Milan is a dynamic and cosmopolitan city that uniquely combines tradition and modernity. Whether you are interested in history, culture, business, or entertainment, Milan has something to offer for everyone.

TO VIEW

The Duomo di Milano

A Gothic cathedral built from 1386, dedicated to Santa Maria Nascente.



The Galleria Vittorio Emanuele II

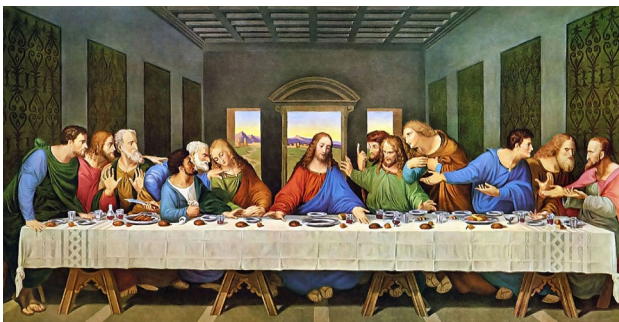
A shopping mall that connects Piazza del Duomo to Piazza della Scala.

La Scala Theatre

One of the world's most famous opera houses, inaugurated in 1778.

The Sforza Castle

This 15th-century castle now houses several museums and art collections, including Michelangelo's last sculpture, the Rondanini Pietà.



The Last Supper, by Leonardo da Vinci

Located in the Convent of Santa Maria delle Grazie,

TO BUY

Luxury Fashion in Quadrilatero della Moda

The Quadrilatero della Moda (Fashion Quadrilateral) is Milan's upscale shopping district.

Artisanal Goods at Brera District

Known for its bohemian atmosphere and is a great place to shop for unique, artisanal items.

Design Items at 10 Corso Como

This concept store is a haven for design lovers. It's the perfect place to find chic and trendy items.

Local Foods at Eataly

For a taste of Italy, head to Eataly, a multi-level food emporium.

Markets and Vintage Shops

The Fiera di Senigallia market offers a variety of antiques and vintage clothing, while the East Market is known for its eclectic mix of second-hand goods, from vinyl records to retro fashion.



TO TASTE

Combining traditional Lombard recipes with influences from other Italian regions and international trends are some quintessential Milanese dishes and culinary experiences.

Culinary Experiences: Aperitivo

Similar to the concept of happy hour Aperitivo Bars and cafes offer an assortment of drinks accompanied by a buffet of appetizers. The Navigli district and Brera are popular spots for enjoying aperitivo.

Useful information

TIME ZONE

Milan time zone is GMT+2

VISA

All citizens who do not belong to European Union Member States and who intend to come to Italy must apply for an entry visa at the Italian diplomatic and consular missions in the foreigner's State of origin or permanent residence

TIPPING

Cafes and restaurants in the Italy include a service charge in your bill.

The tips are assessed for taxation purposes.

However, a small extra tip is appreciated to show you were satisfied with the service. But there is no obligation.

TELEPHONE

To call Italy the international dialing code is 0039 or +39, followed by the number (without the first 0).

The telephone number for Police and Ambulance is 112 (European Emergency Number)

CURRENCY

The national currency is the Euro.

ELECTRICS

Electrical items in Italy operate in 220 Volts.

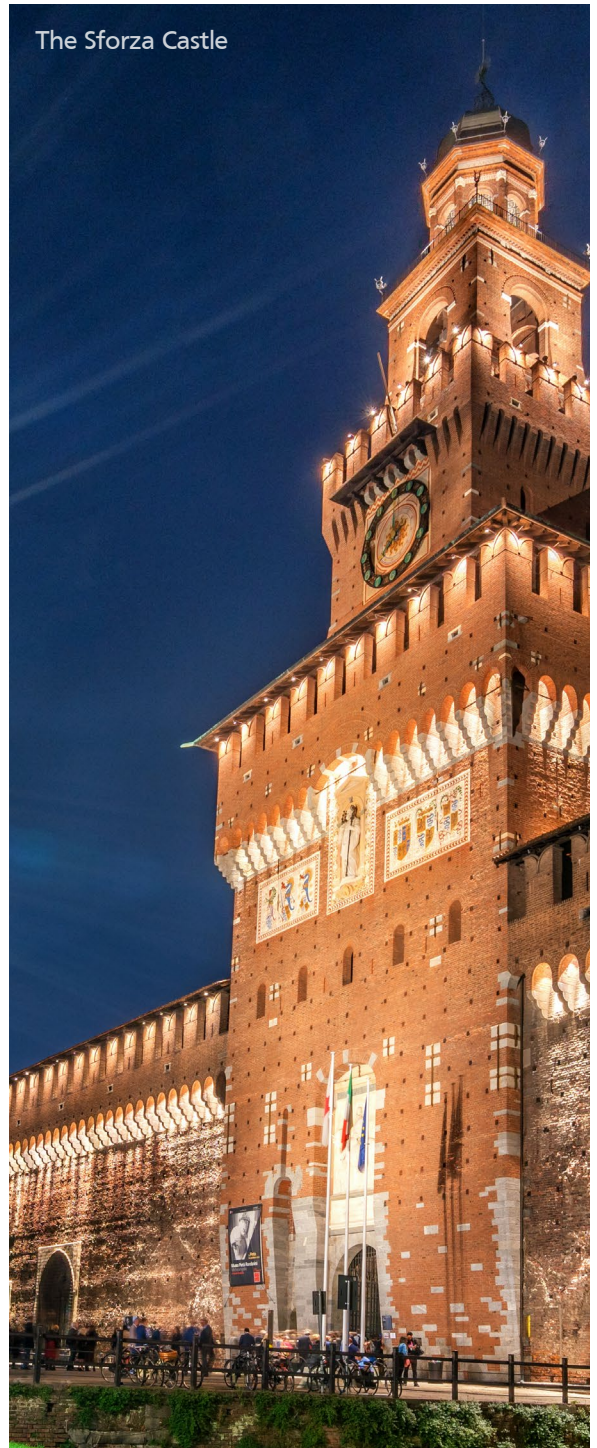
BANKS/CREDIT CARDS

Banks are normally open from 9.00am to 17.00pm during weekdays. Major credit cards and traveler's checks are accepted; however you may need to carry some cash with you. You can exchange money on arrival at airports.

POST OFFICE

Post offices in the Italy are normally open weekdays 9.00am to 5.00pm, and Saturday 9.00am to 14.00pm.

The Sforza Castle



Confirmation

To: Joy Griffiths (jgriffiths@parkerrussell.co.uk)

From:

Email:

Re: Annual European Forum: 6 September 2024, Milano, Italy

YES NO

I will attend the Annual European Forum (6 September 2024)

I will attend the Celebratory Dinner

My partner will accompany me to the dinner

Diet requirements for myself and/or my partner:

YES NO

I require accommodation at the Hotel Dei Cavalieri:

Additional requirements or comments:

Please complete and return to Joy Griffiths (jgriffiths@parkerrussell.co.uk)

Host Contact Details

Mr Fabio Cosmai
Managing Partner
fabio.cosmai@studiocosmai.it

Studio Cosmai
Address: Via Mercalli 14 - 20122 Milano
Telephone: +39 02 8907 0252

Head Office Contact Details

Mr Jason Parker
President and CEO
jparker@parkerrussell.co.uk

Miss Joy Griffiths
Communications & PR Director
jgriffiths@parkerrussell.co.uk

Address: Parker Russell International Ltd
Level 30, The Leadenhall Building,
122 Leadenhall Street, London, EC3V 4AB
United Kingdom

Telephone: +44 (0) 20 7378 7500
www.parkerrussellinternational.com



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