



INTERVENTO DEL DOTT. MASSIMO GREGGIA
DELEGATO ASCAI ALLA CONFERENZA DI SANYA
(18 dicembre 2024)

Good morning everyone,

It is a privilege to be here today. I sincerely thank you for the invitation and warmly greet the institutions and all of you present.

I am honored to speak to you today as the spokesperson for ASCAI, the Association that aims to be a center for culture, knowledge, and skills among communication professionals.

ASCAI has a long tradition of almost 70 years. It was born in Milan on June 2, 1955, as the Italian Association of Corporate Press (ASAI). Over the decades, this organization has shaped the landscape of corporate communication.

Through times of great changes and technological revolutions, our association has evolved thanks to the brilliant minds within it, bravely facing the global challenges of corporate communication.

This journey of innovation and change has made ASCAI a fundamental pillar of corporate communication in Italy, guiding and inspiring the sector with its vision and determination.

Today, ASCAI gathers some of the largest Italian companies, which are excellent examples in corporate communication, bringing with them a history of successes, innovations, and transformations. Some examples include:

Banking Sector: BNL, one of the main banks in Italy. Credem Group, another major bank in Italy. Credit Agricole, a leading bank in Italy. Intesa Sanpaolo, one of the largest banking groups in Italy. Santander Consumer Bank, a key bank in Italy. Sella Group, a bank with diverse financial offerings.

Energy Sector: Enel, an energy giant with innovative projects. Eni, a global player in the energy sector. Italgas, a leader in natural gas distribution. Terna, the operator of the national grid. Hera and Iren, leaders in local energy distribution.

Technology: IBM, with its cutting-edge technology solutions.

Pharmaceutical Sector: Pfizer Italia Srl, key in the pharmaceutical field.

Mobility Sector: Piaggio Group, renowned in the mobility sector. Pirelli, a leader in tire production.

Postal and Logistics Services: Poste Italiane, a provider of postal and logistics services.

Insurance Sector: Reale Group, operating in the insurance sector. UniCredit Allianz Assicurazioni, among the main insurance institutions. UniCredit Allianz Vita, active in the life insurance sector. Unipol Group, engaged in the insurance and financial sectors.

Media and Telecommunications: Sky, a leader in TV and media services. Telecom Italia, a historic leading Italian telecommunications company.

Transport: Trenitalia, the main Italian railway operator.

Engineering: Italferr, an international leader in transport engineering works.

This group of companies makes ASCAI the most important association of Corporate Communication in Italy. It is thanks to this leadership position that ASCAI is fully part of FEIEA, the European Federation of Corporate Communication Associations, of which I am honored to be the Council Chairman.

ASCAI has always done what it aims to do within national borders and in Europe by starting the China-Italy dialogue platform: bringing together the best energies and experiences in companies to compare them with each other.

We hope that this exchange of experiences will also be valuable with Chinese companies, whether they operate only in China or also in Italy through already established branches. We are ready to promote and facilitate meetings and exchanges.

I would like to conclude by thanking you once again for the opportunity you have given ASCAI to participate in this moment of exchange and dialogue. As I mentioned at the beginning, our association will celebrate its 70th anniversary next year. We would be happy to welcome you if you can join us for the celebrations on that occasion.

Thank you.