



Final forum

# Towards a cashless Italy: use cases and the role of citizens, companies and merchants

10<sup>th</sup> EDITION

Thursday, 3<sup>th</sup> April 2025  
Villa D'Este, Cernobbio

STRATEGIC PARTNER



MAIN PARTNER

PARTNER



- 10.30 – 11.00 *Gathering in the room*  
Moderator: **Silvia Sgaravatti** (Class CNBC)
- 11.00 – 11.20 **Presentation of the Community's 2025 Report and proposals for Italy's cashless transition**  
**Valerio De Molli** (Managing Partner & CEO, The European House – Ambrosetti and TEHA Group)
- 11.20 – 11.35 **Institutional intervention**  
**Alessandro Morelli** (Undersecretary for Economic Planning and Coordination, Presidency of the Council of Ministers)
- 11.35 – 11.55 **Initiatives for the development of the payment ecosystem in Italy**  
**Maurizio Fatarella** (Director General, PagoPA)  
**Antonio Maria Tambato** (Director of the Innovation and Digital Transition Directorate, AgID)
- 11.55 – 12.25 **The political perspective on digitalization and the role of cashless payments**  
**Claudio Borghi** (4th Standing Committee - European Union Policies and 5th Standing Committee - Budget, Senate of the Republic; Lega)  
**Andrea De Bertoldi** (6th Committee - Finance, Chamber of Deputies; Lega)  
**Mario Turco** (6th Standing Committee - Finance and Treasury, Senate of the Republic; Movimento 5 Stelle)\*  
**Giulia Pastorella** (9th Committee - Transport, Post and Telecommunications, Chamber of Deputies; Azione)\*
- 12.25 – 12.50 **Fraud management and the transformative potential of artificial intelligence and cybersecurity solutions**  
**Francesco Galletti** (Senior Professional, Scenarios and Intelligence Area, TEHA Group)  
**Andrea Zamboni** (Digital Solutions Director Southern Europe, Visa)  
**Antonio La Gatta** (Member of the Quantum Technologies Coordination Group, Presidency of the Council of Ministers; Advisor to Undersecretary Butti)
- 12.50 – 13.10 **A territorial perspective on the digitalization of tourism and productive activities**  
**Laura Sparavigna** (Councilor with Responsibilities for Organization and Personnel, Administrative Efficiency, Registry Office, Civil Protection, Information Services, Smart City and Innovation, Artificial Intelligence, Municipality of Florence)

**Sergio Emidio Bini** (Regional Councillor for Productive Activities and Tourism, Friuli-Venezia Giulia Region)

*Light Lunch* 13.10 – 14.30

14.30 – 14.40 *Gathering in the room*

Moderator: **Silvia Sgaravatti** (Class CNBC)

14.40 – 14.50 **Institutional intervention**

**Federico Freni** (Undersecretary, Ministry of Economy and Finance) – video message

14.50 – 15.30 **New evolutionary scenarios for digital payments**

**Alessandro Giovannini** (Adviser to the Digital Euro Programme Manager, European Central Bank)

**Diederik Bruggink** (Head of Payments and Innovation, European Savings and Retail Banking Group)

**Marco Pieroni** (Head of Digital Euro Unit, Banca d'Italia)

**Heike Winter** (Head of Division for Policy, Analysis and Ecosystem - Directorate General Digital Euro, Bundesbank)

15.30 – 15.40 **A territorial perspective on the digitalization of mobility**

**Eugenio Patanè** (Councillor for Mobility, Municipality of Rome)\*

15.40 – 16.15 **The role of cashless payments for innovative business services and sustainability**

**Round Table**

**Luca Moroni** (Director Commercial Solutions, Visa)

**Raffaella Mastrofilippo** (Head of Transactional Products and Payment Platforms, Intesa Sanpaolo)

**Pilar Fragalà** (Chief Commercial Officer, CBI)

**Rosy Alaia** (Global Digital Payment Solutions Director, CRIF)

16.15 – 16.50 **The role of cashless payments for innovation, transparency and equity in the country**

**Round Table**

**Paolo Ferrè** (Member of the National Council, Confcommercio; President, Federascomfidi)

(\*) Intervention in videoconference

**Marco Gallone** (Vice President – Fintech & Digital Partners – Italy, Mastercard)

**Noemi Lapalombella** (Institutional Relations Director, Satispay)

**Piero Crivellaro** (Corporate Group Head of Public Affairs, Nexi Group)

16.50 – 17.25

**The role of cashless payments for economic development and citizen services**

**Round Table**

**Alberto Pirrone** (General Director, Altroconsumo)

**Luca Staglianò** (General Manager, Merchant Services, American Express Italy)

**Matteo Valenti** (Chief Product Officer, Bancomat)

**Stefania Rausa** (Marketing, Communication and Product Manager, Edenred Italia)

17.25 – 17.30

**Closing remarks**

**Lorenzo Tavazzi** (Senior Partner & Board Member, TEHA Group)