

## 47TH EDITION OF THE EUROPEAN HOUSE – AMBROSETTI FORUM "TODAY AND TOMORROW SCENARIO FOR COMPETITIVE STRATEGIES"

### EXPRIVIA AND BPPB HOST THE FIRST HUB IN PUGLIA

**30 August 2021** – On the occasion of the 47th edition of **The European House – Ambrosetti Forum** to be held from 3 to 5 September, **Banca Popolare di Puglia e Basilicata** and **Exprivia**, parent company of an international group specialising in Information and Communication Technology based in Molfetta (Bari), organised the first regional hub in Puglia and the third in Italy, together with the hubs in Ancona and Turin, allowing delegates from the two companies to be part of the Forum proceedings in Cernobbio.

The Forum is an international meeting organised by **The European House – Ambrosetti** to discuss predominantly economic issues. It has been held every year since 1975 in the first week of September at Villa d'Este in Cernobbio, Lake Como. The event, aimed specifically at heads of state, ministers, Nobel Prize winners and economists, is structured into a cycle of meetings, discussions, research presentations, and the development of forecasts on the world, European and Italian economic and geo-political scenario. The speeches will help bring into focus the most relevant issues for those who do business and to successfully deal with the complexities of the coming years, looking in detail at issues including: the challenges faced by the planet and impacts on the economy, the companies of the future and a new balance between governments, the public and businesses, the post-COVID-19 economic framework and impacts of digitalisation, and the role of science and technology in dealing with future challenges.

Alongside this event, parallel **round table** sessions will be organised at the Exprivia offices in Molfetta and at the BPPB head office in Altamura, with leading representatives of Puglia's institutions, businesses and academic community, to discuss the subjects dealt with during the economic Forum. Research on proposed governance changes in Italy will be presented during the event, and there will be an in-depth examination of Italy's recovery through the National Recovery and Resilience Plan (NRRP) and of the impact of the NRRP on Puglia. A new, fully immersive experience for delegates attending the event.

*"I am proud of this opportunity offered by BPPB," stated **Leonardo Patroni Griffi**, Chairman of the Bank, "a unique occasion to meet and discuss global, European and Italian trends in an ever-changing context, marked by the ongoing pandemic."*

*"With the establishment of the first regional hub in Puglia of The European House – Ambrosetti Forum, we have achieved something very significant. We have brought one of the main international and national events directly to our doorstep," explained **Domenico Favuzzi**, Chairman and CEO of Exprivia, "offering our stakeholders the chance to participate in discussions with heads of state and government, leading representatives of international institutions, ministers, Nobel Prize winners, business people, managers and experts from all around the world, who will address the most pressing issues for the global economy and society."*

## Exprivia

Exprivia is the head of an international group specialized in Information and Communication Technology able to address the drivers of change in the business of its customers thanks to digital technologies.

With a consolidated know-how and a long experience given by the constant presence on the market, the group has a team of experts specialized in different technological and domain fields, from Capital Market, Credit & Risk Management to IT Governance, from BPO to CyberSecurity, from Big Data to the Cloud, from IoT to Mobile, from networking to business collaboration up to the SAP world. The group supports its customers in the Banking & Finance, Telco & Media, Energy & Utilities, Aerospace & Defense, Manufacturing & Distribution, Healthcare and Public Sector sectors. The offer includes solutions consisting of own and third-party products, engineering and consulting services.

Today the group has about 2,400 professionals distributed in 7 countries worldwide.

Exprivia S.p.A. is listed on the Italian Stock Exchange on the MTA (XPR) market.

The company is subject to the management and coordination of Abaco Innovazione S.p.A.

[www.exprivia.it](http://www.exprivia.it)

## BPPB

Banca Popolare di Puglia e Basilicata, born from the merger between Banca Popolare della Murgia and Banca Popolare di Taranto, has a history of over 135 years.

A credit institution with a local vocation, with a capillary presence in Puglia and Basilicata, since its foundation in 1883 it has rooted a strong bond with the community in which it operates, based on its ability to dialogue with families, businesses and institutions, acknowledging their needs and transforming them into commercial opportunities.

With its General Management and Head Office in Altamura (present in 11 regions, with 124 branches), it now has a workforce of around 1,140 employees, over 39,000 members and shareholders and around 218,000 customers, an expression of its constant commitment to the local area and its various economic realities.

Always attentive to the performance of an ever-changing economic scenario, Banca Popolare di Puglia e Basilicata is a point of reference in terms of support for local economic growth alongside its customers, pursuing mutual principles inspired by quality and transparency, aiming to create value for all its Stakeholder.

[www.bppb.it](http://www.bppb.it)

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