

## North America Launch

30 November 2021 13:30 – 14:30 EST

13:30 Opening remarks: **Marco Saladini**, Italian Trade Commissioner Canada

13:35 Greeting message: **Carlo Ferro**, President, Italian Trade Commission – ITA

13:45 MCE Expocomfort 2022 trade show overview: **Massimiliano Pierini**, Managing Director, Reed Exhibitions Italia, RELX Group

14:00 Industry panel discussion on technology and sustainability moderated by **Leah Den Hartogh**, Editor, Plumbing + HVAC magazine:

- **Alessandro Durante**, Director External Relations, Communication and Internationalization , ANIMA Confindustria Meccanica
- **Jim Chaters**, North America Manager, Aermec NA / Mits Airconditioning
- **Fred Serrafero**, VP of Development and Construction, Fram+Slokker
- **Mark Olson**, CEO, Caleffi North America (USA)
- Q&A

14:30 Announcement of the Win a Trip to MCE Expocomfort 2022 contest winner: Plumbing & HVAC magazine

14:35 Closing remarks: ITA Canada

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**Marco Saladini** is the **Trade Commissioner** at the **Italian Trade Commission – ITA Canada's Toronto and Montreal offices**. Mr. Saladini served as Italian Trade Commissioner at the Chicago, IL office from 2017 to 2021 and prior to that he held executive positions at the ITA HQ in Rome, Italy at the World Bank Group and ITA Vietnam. He graduated in Political Science, International Relations at the Sapienza Università di Roma and holds a postgraduate certificate in International Finance and Economic Development from the Johns Hopkins University

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**Carlo Ferro** is the **President** of the **Italian Trade Agency – ITA Board of Directors** since 2019. Mr Ferro has a 30-year expertise in the management of companies highly oriented towards international competition in global markets. Prior to assuming the Presidency of ITA, Mr Ferro was Chairman of the Board of Director at STMicoelectronics. Carlo Ferro is also an advisor of the European Commission as member of the IPCEIC (the Strategic Forum for Important Projects of Common European Interest), as well as adjunct professor of the LUISS Business School, and co-scientific director of its Master's program in Corporate Finance.

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**Massimiliano Pierini** is the **Managing Director** of **Reed Exhibitions Italia**, the Italian subsidiary of RX Group, one of the world's leaders in conferences and trade shows management and organization with over 400 events covering 43 sectors in 22 countries, in-person and online. Reed Exhibitions Italia is the organizers of MCE - Mostra Convegno Expocomfort 2022.



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**Leah Den Hartogh** is the **Editor of Plumbing + HVAC** a Canadian trades magazine and online publication company with over 23,000 readers which reports on the issues and technologies that impact the mechanical, plumbing and HVAC industries. Ms. Den Hartogh previously worked as a Producer at CBC, as a Sports Reporter at InQuinte.ca and Starboard Communication and as a Multimedia Journalist at QNet New

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**Alessandro Durante**, is the **Director External Relations, Communication and Internationalization** of **ANIMA CONFINDUSTRIA MECCANICA** – the **Federation of Mechanical and Engineering Industries**. His task is strengthening relations with both ITA (Italian Trade Agency) and the Minister of Economic Development, so that sectors represented by ANIMA may become essential reference within Italian Government committed in turn with developing politics of foreign economy. Moreover, he develops actions in Countries of interest so to grant the presence of ANIMA Federation at trade exhibitions.

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**Fred Serrafero** is the **VP Development & Construction at FRAM + Slokker (FRAM Building Group)**, a Toronto-based developer and builder since 1981. FRAM + Slokker has successfully built over 13,000 residences from custom homes to exceptional single family, multi-family, condominium and rental apartments, in addition to large mixed-used developments, affordable housing, and student housing. FRAM + Slokker is a proven innovator of sustainable community developments, particularly focusing on energy efficiency and environmental sustainability. The award-winning Port Credit Village project in Mississauga is recognized worldwide for its sustainable urban form as well as being a successful transit-oriented development (TOD). Mr. Serrafero is a 35 years veteran of the construction industry

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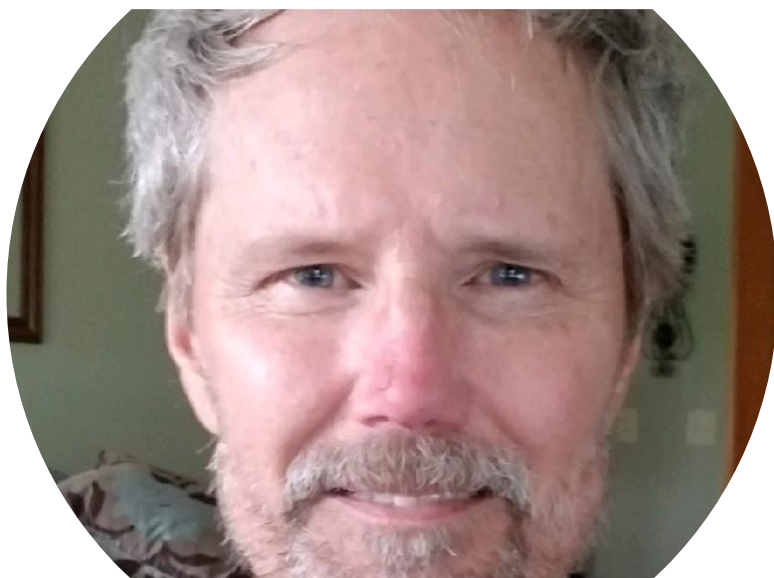


**Jim Chaters** is the **Sales Manager** for **Aermec** in North America and has over 40 years of experience in the HVAC industry. Aermec is an Italian manufacturer of innovative and efficient heating and cooling solutions and is deemed the largest manufacturer of fan coils, chillers, and heat pumps in Europe. **Mits Airconditioning Inc.** is the Master Distributor for Aermec in North America. Jim's extensive industry experience has been instrumental in developing the presence of Aermec in North America. Currently, the North American region is the number one distributor of Aermec products in the world.



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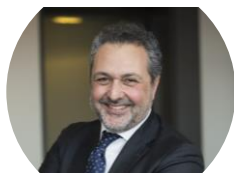
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**Mark Olson is the CEO of Caleffi North America.** Based in Milwaukee, Wisconsin, and part of the Italy's multinational Caleffi Spa, Caleffi North America manufacturer and marketer of innovative products for heating, cooling, plumbing and process works applications. Caleffi expertise is the control of temperature, pressure and flow of water-based fluids. Its products range from control valves, balancing devices and flow switches to zone relays and heat meters. Mr. Olson 4 decade long professional experience in hydronics and water treatment solutions include executive positions at Whirlpool Corporation, Pentair, Generac Power Systems



**Marco Saladini, Trade Commissioner**  
Italian Trade Commission – ITA Canada



**Massimiliano Pierini, Managing Director**  
Reed Exhibitions Italia



**Bruno Fierro, Vice President**  
ANIMA CONFINDUSTRIA  
Former CEO, Cannon Bono Energia Spa

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**Fred Serrafero, VP Development & Construction**  
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**Mark Olson, CEO**  
Caleffi North America



**Jim Chaters, Sales Manager**  
Aermec Mits Airconditioning Inc