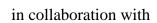


09.30-10.00







INTERNATIONAL SEMINAR

KPIs, NON-FINANCIAL INFORMATION AND CORPORATE VALUE CREATION: CONFUSION O CONVERGENCE?

Sala Consiglio, Chamber of Commerce, Via Meravigli 9/B, Milan Monday, 17 November 2014, 10.00am-1.15pm

The event's rationale comes from the today's presence of several and often overlapping sources of KPIs and non-financial information, and the consequential need to better understand and deepen their features and functionality towards a corporate reporting which is more and more oriented to represent company value creation and its pillars over the short, medium and long term. In this evolutionary picture, the action and role of the World Intellectual Capital Initiative (WICI) and the International Integrated Reporting Council (IIRC) will be delineated and discussed.

Registration of delegates, and Welcome Coffee in Sala Volta

10.00-10.20	Introduction by Stefano Zambon , Secretary General, WICI Italy, & University of Ferrara
10.20-10.50	Amy Pawlicky, Chairperson, Global WICI Network, & AICPA
10.50-11.10	Lisa French, Technical Director, & Laura Girella, Region Lead for Italy, International
	Integrated Reporting Council (IIRC)
11.10-11.30	The viewpoint of an audit firm: Roberto Giacomelli, Partner, Ernst & Young
11.30-11.50	The viewpoint of financial analysts: Pietro Gasparri, EMC, European Federation of
	Financial Analysts (EFFAS), & Andrea Gasperini, AIAF e EC, WICI Italy
11.50-12.10	The viewpoint of an advisory firm: Gianluca Sacchi, Partner, PwC
12.10-13.10	Roundtable with companies
	Raffaele Trivellato, CFO, Despar Northeast - "KPIs and Integrated Reporting in the
	experience of Despar Northeast"
	Sebastiano Renna, Sustainability Manager, SEA Group – "Sustainability KPIs, Value
	Creation KPIs, Integrated Reporting KPIs"
	Marco Pasquotti, CFO, Dellas – "KPIs and Integrated Reporting: the journey of an SME"
	Moderator: Alberto Bubbio, Carlo Cattaneo University – LIUC, Castellanza
13.10-13.15	Conclusive remarks by Stefano Zambon