



EU-MERCOSUR AGREEMENT

Strategic Opportunities

Ethical & Compliant Roadmap for Brazil-Italy



DATE:

April 23, 2026

TIME:

2:30 pm - 4 pm CEST
9:30 am - 11 am BRT

Official Languages:

Italian and Portuguese

*Contributions in English and Spanish are welcome

Format:

Live Online Session (Zoom)

Welcome e opening

Dr. Vittorio Ghia | *Entrepreneur, Honorary Consul in Fortaleza and Representative of the Italian-Brazilian Chamber of Commerce and Industry of Rio de Janeiro for Ceará*

- Institutional opening remarks and start of the roundtable

Strategic Context

Dr. Glanluca Schepis | *Innovation Specialist* | Cartesio Consulting UK Ltd

- Why the EU-Mercosur Agreement is a strategic topic for businesses today

Strategic Opportunities by Sector

Eng. Cristian Welsh Miguens | *Management Consultant* | IRON Consultoria

- Opportunities for Italian companies in Brazil and Brazilian companies in Europe

Market Entry & Internationalization Strategies

Dr. Fabio Magnani | *Financial Advisor* | Cartesio Consulting UK Ltd e Dr. Francesco Pallaro | *President of the Italian-Brazilian Chamber of Commerce and Industry of Paraná*

- Market entry models and cultural and operational differences between Italy and Brazil

Executive Business Case Conversation

Dr. Andrea M. Lehner | *Entrepreneur* | CEO of REALIXO Ltda

- Building a Circular Economy Business in Brazil: *An Italian Entrepreneur's Perspective*

Tax, Corporate & Regulatory Framework (Brazil vs Italy)

Adv. Paulo Eduardo Magnani | *International Business Lawyer* | Magnani Advocacia

- Differences in corporate structures and tax complexity: Brazil vs Europe

Compliance, ESG & Cybersecurity as Business Enablers

Dr. Glanluca Schepis | *Innovation Specialist* | Cartesio Consulting UK Ltd

- Compliance as a market requirement, innovation driver, and reputational and competitive factor

Cross-Border Advisory Model

Dr. Antonella Lorenzini | *Corporate Governance Specialist* | Cartesio Consulting UK Ltd

- Cartesio Consulting: integrated strategy-compliance-cybersecurity approach – IRIP®. International Break Even Point Methodology – iBEP®.
- Exchange of ideas, experiences and approaches during the roundtable

Questions & Answers

- Open Q&A session and closing remarks

