

5^ª edizione

GenerAZIONE2026

Sport powered by Youth and Education

Treviso-Belluno, Verona | 4-5-6 giugno 2026



INTERNATIONAL MEETING PROGRAMME

“LEGACY OF THE GAMES: A HERITAGE OF VALUES”

Organized by OCS OSSERVATORIO SPORT E VALORI CULTURALI – La Via dei Giochi and FICTS – Federation Internationale Cinema Television Sportifs as part of GenerAZIONE2026 – Sport powered by Youth and Education

Thursday, June 4, 2026, 9:30 a.m. – De’ Longhi Appliances Headquarters (Via Lodovico Seitz, 47, 31100 | Treviso)

9:15 AM – Welcome from De’ Longhi Group

- **Matteo Pecci**, Chief Operations Officer
- **Sara Zona**, Global Talent Attraction & People Development Director
- **Samuele Chiodetto**, Investor Relations and External Communications Director

9:30 AM – Opening of the International Conference

➤ Institutional Greetings:

- **Mario Pozza**, President of Assocamerestero and President of the Treviso-Belluno|Dolomiti Chamber of Commerce
- Institutional and Sports Authorities

➤ Conferral of the “**FICTS GUIRLANDE d’HONNEUR 2026**” to **ROSSANO GALTAROSSA**, Olympic Rowing Champion (1 Gold, 1 Silver, 2 Bronze), National President of FIC - Italian Rowing Federation

➤ Introduction to the themes of the International Conference:

- **Prof. Franco Ascani**, Member of the IOC Commission for Culture and Olympic Heritage, President of FICTS – Fédération Internationale Cinéma Télévision Sportifs
- **Khunying Patama Leeswadtrakul** (video message), IOC Member and President of the World Badminton Federation

➤ Topics of the International Conference

- Presentation of the OCS Observatory on Sport and Cultural Values – The Path of the Games
- Legacy of the Games
 - **Francesco Ricci Bitti** (IOC Member of Honor – Switzerland), **Francina Ramos** (International artist, multiple winner of film festivals – Brazil), **Iacopo Mazzetti** (Head of

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Legacy, Milano Cortina 2026 Foundation – Italy)

- Partnerships and Corporate Engagement
 - **Patrizia Silvestre** (Former Head of Business Development and Marketing Partner Services, Milano Cortina 2026 Foundation), **Renata Balasova** (PR and Marketing Manager – Czech Republic), **Nagendra Palumati** (Chairman, Sports Asia Foundation – India)
- Sport, Culture, and Education
 - **Mariia Bulatova** (Vice President of the NOC – Ukraine), **Marco Riva** (President of the NOC for the Lombardy Region, Executive Member of the Italian NOC – Italy), **Christopher Samuda** (Lawyer, President of the JOA – Jamaica), **Olivera Nikitovic** (Director of the Zlatibor Sport Film Festival – Serbia)
- Values, Youth, and Sustainability
 - **Greta Barbone** (Human Rights Manager, Milano Cortina 2026 – Italy), **Bonnie Tiell** (Sport Management, Tiffin University – USA), **Shakhadat Muradova** (University Cultural and Sports Projects Coordinator – Uzbekistan)
- Social Impact of the Games
 - **Ann Mari Albertsen** (Business Entrepreneur and Founder of Heim TV – Norway), **Paolo Corvo** (Director of the Sociology Laboratory at the University – Italy), **Helen Hamryka** (Professional Trainer & Instructor for the Olympic Games – USA)

12:15 PM – Discussion and Conclusions

Followed by a light lunch at the De' Longhi restaurant