



RE KEY

ITALY 2025



FIABCI

INTERNATIONAL REAL ESTATE FEDERATION

FIABCI
INTERNATIONAL
TRADE MISSION

Rome

Three days
Three dimensions
One unmatched experience

SEP
10-12

RE KEY: Italy 2025

A carefully curated, three-day journey through the heart of Italy's **real estate, political, and cultural ecosystem** — designed to:

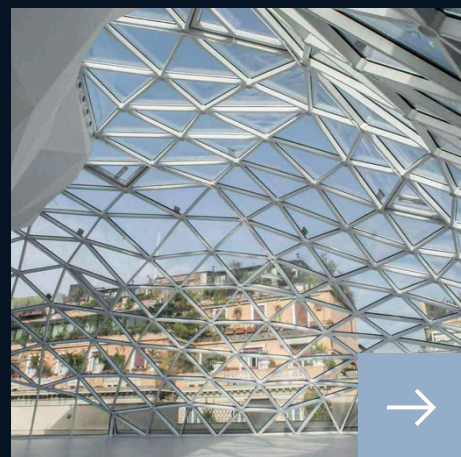
- connect international business leaders,
- open market opportunities,
- build lasting relationships through shared experience.



Each day of this mission is purpose-built and completely distinct, creating a layered, powerful experience that no other event in the country offers.



Partners



Sponsors



Pre-Mission Days Golf Networking

→ **Monday, 8 September | Country Club Castelgandolfo**

An 18-hole Par 72 course nestled inside an ancient volcanic crater, designed by legendary architect Robert Trent Jones Sr.

Features include 3 lakes, 93 bunkers, ancient olive/oak/pine groves, and a 17th-century clubhouse overlooking Rome's landscape .

→ **Tuesday, 9 September | Olgiata Golf Club (West Course)**

Founded in 1961 within Rome's exclusive Olgiata enclave, originally crafted by Charles Kenneth Cotton and later refined by Jim Fazio in 2012. Host to major events like the Italian Open and the World Amateur Championship (Eisenhower Trophy, 1964)



Pre-Mission Days Golf Networking

What Makes This a “Must-Attend” Event

- **Unique playing environments:** Two of Rome’s most prestigious and technically rigorous golf courses—perfect venues for meaningful business dialogue in a relaxed atmosphere.
- **Natural & architectural beauty:** Castelgandolfo’s volcanic landscape and centuries-old vegetation create a stunning backdrop that fosters inspiration and calm strategic thinking.
- **Proven tournament pedigree:** Olgiata’s history hosting top-tier competitions ensures a championship-standard experience and an impressive networking backdrop.

Joining the REKEY delegates on the course are top-tier real estate influencers:



Budiarsa Sastrawinata (Indonesia)

- Managing Director of PT Ciputra Development Tbk, and President Director of Ciputra Residence & Damai Indah Golf.
- Led Ciputra to ≈USD 770 million in 2024 revenue with IDR 47 trillion in assets .
- Former FIABCI World President (2023–24).



Agussurja Widjaja (Indonesia)

- Director at Ciputra Development since 2017; board member across key subsidiaries and founder of PT Unijaya Pratama.
- Civil engineer educated in Indonesia and the U.S.; contributor to urban-scale property innovation.



Peter Koh (Singapore)

- Key Executive Officer at HJ Real Estate; 20+ years in cross-border property markets including Japan.
- Veteran FIABCI leader and influential in Asia–Europe real estate transactions.

And others.
**Are you
among them?**

FIABCI golf networking

This tradition has been embraced across some of the world's most prestigious courses, reinforcing its unique role in connecting global real estate leaders through meaningful, informal interaction.



Recent tournaments have taken place in iconic destinations such as **Nofa Golf Resort and Riyadh Golf Club in Saudi Arabia** (December 2023), the **SICC Bukit and SICC New Course in Singapore** (May 2024), and **Real Club de Golf El Prat in Barcelona**, playing both the Rosa and Yellow Courses (December 2024). In 2025, the tradition continued with rounds at **Lakowe Lakes Golf Estate and Ikoyi Golf Club in Nigeria** (June 2025). These events have become signature preambles or side activities to major FIABCI gatherings, offering delegates an exceptional environment to network, negotiate, and build long-term relationships beyond the conference room.

Day 1

Enter the Institution

Hosted in the historical venue of Sapienza University of Rome, this day offers access to exceptional content and high-level speakers—featuring a unique collaboration with the 15th Virtual City and Territory Congress (CTV 2025). The congress is themed “Towards the Renaissance of the City” and gathers renowned researchers, academics, and professionals from across Europe and Latin America. Participants will engage with:

- Institutional leaders
- Government officials
- Top researchers and professors
- Corporate executives and innovation leaders

This day includes joint plenary sessions, Lectio Magistralis, and curated parallel tracks of both the FIABCI Trade Mission and CTV Congress, fostering exchange between academia and industry.

It's the most content-rich and academically grounded day of RE KEY: Italy 2025.



Day 1

Enter the Institution

09:00–10:00 – Opening & Welcome Session

10:00–11:00 – Lectio Magistralis – **Matthew Hardy**

11:30–13:30 – **Parallel CTV Sessions**

- **Special Session: GOALS METRO CITY –**
Phygital tools for territorialization

13:30–15:00 – Lunch Break (self-arranged)



15:00 – 16:00

FIABCI Discussion Panel with
associations (FIABCI, ASPESI, FIMAA,
ISIVI, COBATY, RICS and others)

**Collaborating Across Borders:
Associations as Catalysts for Success**



16:00 – 16:20

Presentation

Massimo Ruscio (DUAL Group)

**Building confidence through title
insurance: innovative risk solutions for
Real Estate in Italy**



16:20 – 16:40

Presentation

Fabrizio Rampazzo (Blue Factory)

**PPP as a Tool for Urban Regeneration:
Insights from Blue Factory**



16:40 – 17:00

Presentation

Olga Royenko (voice of space)

**Spatial Impact Strategy for Real Estate
Development**



Day 1 – Business Networking Cocktail



September 10 | 20:30-23:00 | Dress Code: Business Elegant
Location: **Ex Anna Magnani Villa, Rome** (Invitation Only)
Presented by: **Harley&Dickinson** | Host: **Alessandro Ponti**
In partnership with: **Circolo delle Imprese**

Step into timeless elegance at the historic Roman villa once home to Academy Award-winning Italian actress Anna Magnani — a true icon of Italian Neorealism.

Hosted by Harley&Dickinson, Italy's leader in sustainable real estate, innovation-driven finance, and solutions for urban renewal, brings together over €170M in annual revenue, 160+ employees, and a mission rooted in social integration, ESG compliance, and cutting-edge redevelopment across Italy and globally.

Organized in collaboration with Circolo delle Imprese, a dynamic Italian network of nearly 2,000 entrepreneurs and professionals promoting a new culture of business innovation and sharing best practices on a national scale. The evening will bring together over 30 distinguished Italian enterprises and our international RE KEY trade mission audience. A brief introduction session will be designed to kickstart meaningful conversations, making networking more effective and productive.



Day 2 – Vatican Private Experience

September 11 | 06:45 – 09:30 | Separate ticket required

Begin your day in Rome with an extraordinary, early-morning private visit to the Vatican Museums — before public opening hours. This exclusive, small-group experience offers a serene and privileged tour through masterpieces by Michelangelo, Raphael, and Bernini, including the Museo Pio Clementino, Gallery of Tapestries, Geographic Maps Gallery, Raphael Rooms, the Sistine Chapel, and the Library Hall.



Enjoy the beauty of the Vatican's treasures without the tourist crowds, with expert guides and audio support. The tour concludes with a continental breakfast, offering an elegant and refreshing start to your day.

Very limited availability – pre-registration and payment required.



Day 2 – Enter the Deal

Creating real business connections and opportunities through curated B2B matchmaking, high-quality pitch presentations, and private deal-making conversations.

Held in the stunning **La Lanterna di Fuksas**, under its breathtaking glass dome.



B2B Focus Areas / Thematic Tracks:



Rebuilding: investment opportunities in Ukraine

Ukraine's reconstruction represents the largest construction and redevelopment initiative in Europe in the 21st century—offering exceptional business opportunities across housing, logistics, infrastructure, and energy-efficient commercial developments.



Products for Global Real Estate projects

This track promotes export-ready products, technologies, and services for sustainable, smart, and circular development—featuring cutting-edge proptech and contech solutions that enhance design, construction, and asset management globally.



Hospitality & Mixed-Use RE: investment and partnerships

Highlighting investment opportunities in hospitality, branded residences, lifestyle and tourism-driven real estate across growth regions like the Middle East, Africa, and Asia.



Real estate promotion platforms for foreign companies

This track highlights investment hubs, incentive programs, legal frameworks, and soft-landing services that support global real estate players expanding into Italy and beyond.

Day 2 – B2B Matchmaking & Deal-Making Day

→ 10:00 – 11:30 Market Overview

- Welcome coffee & networking
- Presentations from key government institutions (CDP, INVIMIT, SACE, TEHA, Chamber of Commerce Rome, Confcommercio)
- Overview of the Italian and international real estate investment landscape
- Focus on incentives, innovation clusters, and strategic partnerships

→ 11:30 – 12:00 Paolo Matteuzzi Zaha Hadid Architects

- **Architecture as an Economic Driver:** How Architecture Shapes Investment Value and Urban Identity

Case studies: Romeo Rome Hotel, MAXXI Museum and more

→ 13:00 – 14:30 Executive Lunch

- Invite-only networking lunch at the rooftop terrace

→ 12:00 – 13:00 Pitching Session (Pecha Kucha format)

- Each presenter shows 20 slides, each displaying for 20 exactly seconds
- Focus on investment opportunities, technology solutions, or project needs.
- Fast-paced, visual, and engaging session.

→ 14:30 – 17:30 B2B Matchmaking Dealmaking

- 1:1 curated meetings (25 minutes each, 6 rounds) based on pre-scheduled agendas.
- Participants matched in advance via matchmaking platform.
- On-site concierge ensures smooth transitions.



In the heart of Europe, in Rome, delegations from around the world (India, Indonesia, UAE, Nigeria, Saudi Arabia, Egypt, Ukraine and others) will come together to explore partnerships.

Day 2 – Networking Dinner

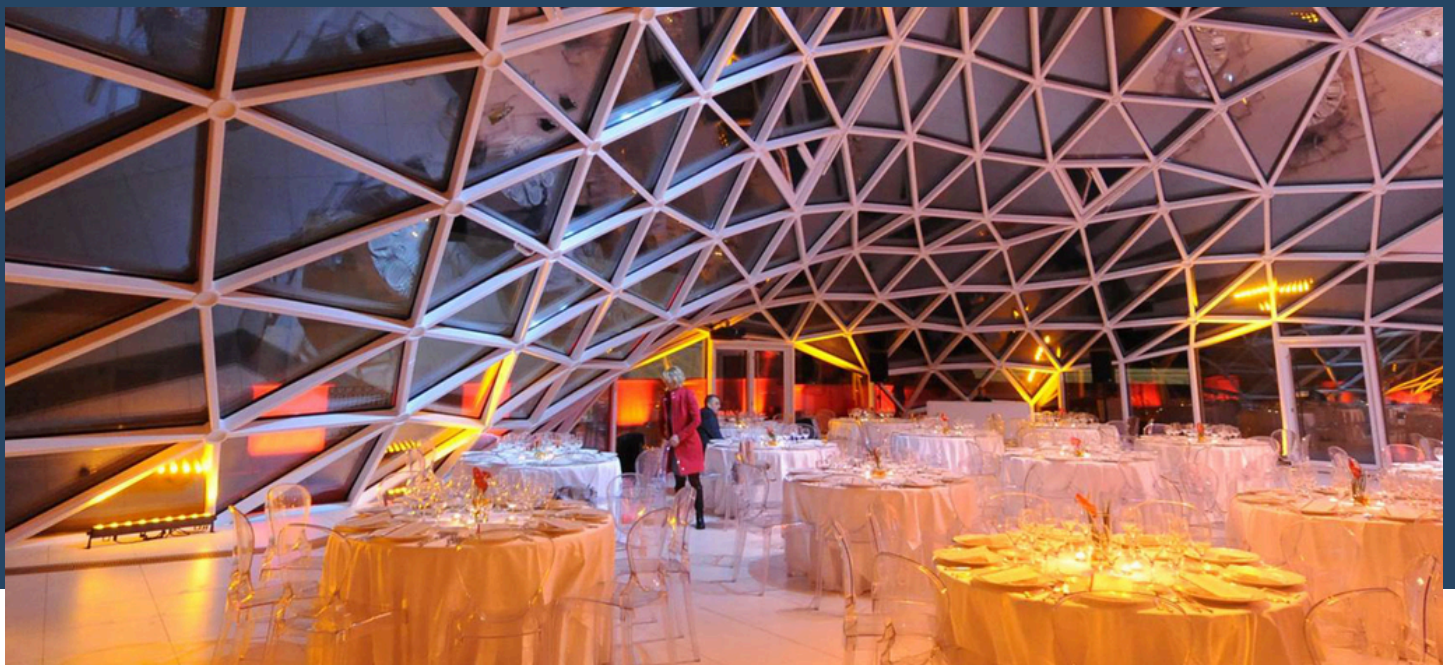
September 11 | 20:30 – 23:00 | Dress Code: Business Elegant

An unforgettable evening awaits at the Networking Dinner on September 11, hosted at the La Lanterna di Fuksas. With its glass dome and panoramic rooftop terrace, this architectural gem in the heart of Rome provides a stunning backdrop for building lasting connections



The evening will also welcome a very special honorary guest – **Noemi**, one of Italy's most celebrated contemporary artists.

Guests will enjoy a refined selection of food and drinks in a dynamic, free-flowing setting designed to encourage meaningful dialogue and fresh ideas.



Day 3

Enter the Relationship



→ The final day is designed for depth — not in content, but in connection. Participants are invited to **private site visits of flagship urban regeneration projects**, hosted by world-renowned architects and developers.

→ Then, special access to an exclusive **Roman location**, normally closed to the public. This is where business bonds evolve into friendships — the kind of relationships that turn meetings into partnerships and partnerships into long-term trust.



Day 3 – project visit

Romeo Roma Hotel



September 12 | 10:00–11:00

Location: Palazzo Capponi, Via di Ripetta 246, Rome

Presented by: ROMEO Design



Experience the bold transformation of a 16th-century Roman palazzo into a contemporary luxury hotel, led by ROMEO Design and Zaha Hadid Architects. On Sept 11, Paolo Matteuzzi (ZHA Director) will present the project; on Sept 12, we'll explore it in person.

- Historic roots: Former INAIL building reborn as a design landmark
- Architectural innovation: A “second skin” integrates ZHA’s fluid forms with vaulted heritage interiors

This exclusive visit includes expert insights and an on-site tour with Arch. Russo of ROMEO Design.

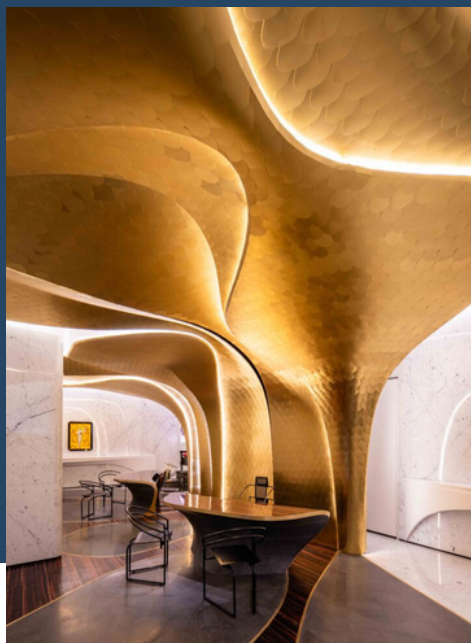


Photo: Zaha Hadid Architects

Day 3 – visit & lunch at Villa Astaldi



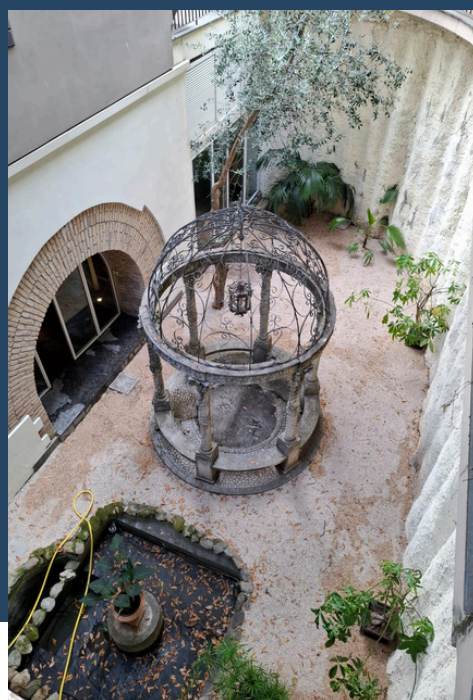
September 12 | 12:00–13:30
Location: **Villa Astaldi, Rome**
Presented by:
ARX Asset Management

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 **ARX**
Asset Management

Villa Astaldi is a distinguished historic residence offering panoramic views over Rome. Once home to the influential Astaldi family—key figures in shaping Italy’s real estate and infrastructure—the villa has been recently restored, preserving its early 20th-century charm while providing modern comfort and style.

Amidst timeless architecture and serene surroundings, guests will have the opportunity to reflect on new connections, share final insights, and raise a glass to future collaborations.



Day 3 – Visit to MAXXI – National Museum of 21st Century Arts



September 12 | 14:00–16:30

Location: MAXXI, Via Guido Reni 4a, Rome

On the final day of the Trade Mission, visit MAXXI — Italy's National Museum of 21st Century Arts, designed by Zaha Hadid Architects. Following Paolo Matteuzzi's presentation on Day 2, this tour offers a firsthand experience of a landmark that redefines the museum concept. Commissioned by the Ministry of Culture and completed in 2009, MAXXI is a fluid, interconnected space where art, architecture, and innovation converge.



Photo: Zaha Hadid Architects

Participant Packages



Type 1 – RE KEY Business

- Full access to CTV sessions at Sapienza 10.09
- Invitation to the High-level Networking Cocktail in Ex Anna Magnani Villa 10.09
- Personalized schedule, curated partner matching, and facilitated connections (pre-organized)
- Priority participation in all B2B matchmaking and dealmaking activities at La Lanterna 11.09
- Served coffee breaks and lunch at La Lanterna 11.09
- Entry to Networking Dinner at La Lanterna 11.09
- Participation in project and social visits in Rome 12.09

€2,000



Type 1+ RE KEY Business Golf Networking

- all the package RE KEY Business
- Golf Fees for 2 locations (green + buggy + club rental)
8.09 – Country Club Castelgandolfo
9.09 – Olgiata Golf Club (West Course)

€2,500



Type 2 – Standard

- Access to CTV sessions at Sapienza University 10.09
- Entry to Networking Dinner at La Lanterna 11.09
- Participation in project and social visits in Rome 12.09

€300



Type 2+ Standard Golf Networking

- all the package Standard
- Golf Fees for 2 locations (green + buggy + club rental)
8.09 – Country Club Castelgandolfo, 9.09 – Olgiata Golf Club (West Course)

€800



Vatican Private Experience

(available for only participant packages owners)

€250

- Early-morning private visit to the Vatican Museums (6:45-9:30) 11.06

Sponsorship Packages

Visibility, Influence & Strategic Access

→ Access Key Sponsor (€5,000 | 6 spots)

- Logo on all branding materials (brand wall, website, social media, print)
- Interview in partner media
- 1 complimentary access to the event

→ Silver Key Sponsor (€10,000 | 4 spots)

- All of the above, plus:
- Speaking slot
- Right to propose topic & participants for curated B2B block 11.09
- Interview in partner media
- 2 complimentary accesses to the event

→ Golden Key Sponsor (€15,000 | 2 spots)

- All of the above, plus:
- Visibility in B2B sessions at La Lanterna 11.09
- Right to propose topic & participants for curated B2B block 11.09
- Welcome remark or presentation at Networking Dinner at La Lanterna 11.09
- Extended post-event media presence (1 month)
- 3 complimentary accesses to the event

→ Strategic Key Sponsor (by proposal only)

- Long-term visibility across all RE KEY events for the **next 3 years**
- Co-branding rights, speaking slots, story-driven PR & publishing campaigns
- Continuous access to the RE KEY community and content

→ Master Key Sponsor (€20,000 | 1 spot)

- Full integration across all event days and formats
- Logo on all branding materials (brand wall, website, social media, print)
- Speaking slot during CTV conference 10.09
- On-stage brand presence at La Lanterna 11.09
- Right to propose topic & participants for curated B2B block 11.09
- Welcome remark or presentation at La Lanterna Networking Dinner
- Study visit to sponsor's project in Rome (optional) 12.09
- Post-event database of company participants
- Dedicated interview & featured article in partner media
- 4 complimentary accesses to the event



RE KEY

ITALY 2025

Because the right key
doesn't just unlock doors,
it opens futures

And it starts in Rome



**FIABCI
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rekey.club

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