



**Massimiliano Giansanti** (born on March 14, 1974, in Rome) is an Italian agricultural entrepreneur and the current President of *Confagricoltura* (General Confederation of Italian Agriculture), a role he has held since 2017. He also serves as President of *COPA* (Committee of Professional Agricultural Organisations of the EU) since 2024, after having previously served as Vice President from 2020 to 2024.

Mr. Giansanti manages six agricultural holdings located in Rome, Viterbo, and Parma, which he operates with his family. These farms are characterized by a strong focus on innovation, sustainability, and the use of high technology. Their activities include cereal production, kiwifruit cultivation, dairy farming (including the production of Parmigiano Reggiano), sheep breeding, and the development of renewable energy through agrivoltaic systems. He is a supplier of high-quality milk to the Centrale del Latte di Roma and produces both cow and sheep milk.

He holds a degree in Economics from *La Sapienza* University in Rome and has been involved in agricultural business leadership since the 1990s. He has served as CEO of *Gruppo Aziende Agricole Di Muzio* since 1996 and of *Agricola Giansanti Srl* in Parma since 2001. Since 2021, he is also President of *Hubfarm*, a Confagricoltura company dedicated to providing innovative digital services to farms and farmers.