

Forbes Italian Excellence fa tappa a Barletta per raccontare protagonisti e sfide dell'industria pugliese

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Il Forbes Italian Excellence, tour alla scoperta delle eccellenze italiane partito a marzo 2024 da Firenze, ha fatto tappa a **Barletta, in Puglia**, ospitato dal Castello Svevo. La quarta tappa del 2025 ha avuto al centro temi come il l'agroalimentare, il real estate, l'hospitality, la formazione, il tech, il fotovoltaico, passando per industria, università e professioni. L'obiettivo del roadshow? Quello di scoprire sfide e opportunità che imprenditori, manager e istituzioni italiane si trovano ad affrontare per valorizzare il made in Italy: "Vogliamo raccontare tutte quelle figure che rendono grandi le aziende e le istituzioni che aiutano gli imprenditori a farcela", afferma **Alessandro Mauro Rossi, direttore di Forbes Italia**. "Attraverso questi eventi puntiamo a favorire momenti di networking, utili a sviluppare nuove sinergie a livello locale". Ad aprire i lavori, intervistato dal direttore di Forbes Italia, l'**assessore alla Cultura del comune di Barletta, Oronzo Cilli**. "Siamo in un territorio ricco dal punto di vista storico, culturale e artistico", ha affermato. "Dobbiamo essere in grado di conservarlo, valorizzarlo e promuoverlo nel miglior modo possibile". Mostre, musei ed eventi culturali sono la testimonianza di quanto il comune si stia muovendo proprio in questa direzione.

A seguire **Gianna Berlingiero, direttrice del dipartimento sviluppo economico della Regione Puglia**: "In Puglia il Pil è rappresentato al 30% da turismo e agroalimentare. Il restante 70% è industria. Quello della Regione Puglia è un modello dinamico e resiliente, capace di valorizzare i distretti industriali e tutto l'ecosistema delle imprese del territorio", afferma, rimarcando l'impegno delle istituzioni e i risultati finora raggiunti attraverso progetti e azioni concrete.

Forbes Italian Excellence Barletta, le tavole rotonde

I panel della giornata hanno coinvolto manager e imprenditori pugliesi per confrontarsi sui temi legati all'industria del territorio. La prima, dal titolo *Conservare, promuovere e valorizzare il territorio*, ha dato spazio a **Rocco Lauciello, presidente regionale della Pro Loco, Pasquale Valenzano, fondatore di Revalens**, e **Sara Prontera, direttrice marketing del Gruppo Nicolaus**. Il focus del panel? Custodire il territorio attraverso strumenti digitali, progetti mirati e la riscoperta di un turismo autentico.

La seconda tavola, *Strumenti e sfide per diventare un'eccellenza*, ha visto dialogare **Michele Petrillo, direttore generale di Area Up, Giacomo Marcario, senior manager responsabile Progetto Puglia di EY**, e **Luca Russo, presidente Cantina Monsellato e vice presidente della rete d'imprese Salento Food Experience**. Tre player che, ciascuno nel proprio settore di riferimento, accompagnano le imprese del territorio nel percorso verso l'eccellenza.

In chiusura **Enzo Argante, giornalista di Forbes Italia**, ha moderato una rassegna finale di startup del territorio pugliese. Gli imprenditori hanno raccontato in che modo le loro imprese innovative stanno rivoluzionando il loro settore di riferimento. In conclusione il light dinner, occasione di networking per relatori e spettatori dell'evento.

La prossima tappa del Forbes Italian Excellence sarà il 5 giugno a Benevento.

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