



GENERALFINANCE HOLDS THE SECOND EDITION OF THE CYBERSECURITY OUTLOOK CONFERENCE
From protecting privacy and corporate data
to data breach management
Milan, Nov. 16, 2023 - 3-6 p.m. (phygital event)

Milan, Nov. 14, 2023 - Generalfinance S.p.A., a supervised financial intermediary listed on Euronext Milan's STAR segment and specialized in the factoring sector, has organized the second edition of the workshop "Cybersecurity Outlook, from Privacy and Corporate Data Protection to Data Breach Management" on Nov. 16 at the company's Milan headquarters, located at 43 Giorgio Stephenson Street. The event is dedicated to all SMEs that want to learn more about the most current trends in Cyber Security and ensure appropriate defense against the risk of cyber-attacks.

The conference is an important opportunity to understand how to effectively protect the business ecosystem from cyber threats and will aim to raise awareness about the latest developments and trends in the field, including in the context of the digital transition affecting all SMEs.

The event, chaired by Francesca Chialà, Business Coach and TED Speaker, is structured around three key panels that delve into topics related to risk assessment and management, the contribution and risks associated with artificial intelligence, uncertainty arising from an ever-changing scenario, and a closing moment where the day's proceedings will be drawn together and the lines for the future will be drawn.

Massimo Gianolli, CEO of Generalfinance S.p.A., commented, "This event is an opportunity to learn more about a critically important topic: cybersecurity. The speed with which technology is advancing and the constantly evolving cyber threats make it critical to understand how to address these challenges. In particular, digital security is an essential pillar for the future of organizations, especially for SMEs that are managing the digital transition. The conference is an opportunity to gain in-depth knowledge on best practices and strategies to prevent and protect our digital assets and sensitive data, not only in the technology sphere. I am convinced that this experience will provide us with a greater awareness of cyber risks and also the practices and tools needed to put in place a robust defense."

Participating in the event as speakers will be: **Roberto Flor**, Associate Professor University of Verona, **Barbara Brivio**, Channel Manager Data Protection Division Dell Technologies, **Fernando Forciniti**, Channel Account Manager Fortinet, **Luca Ginocchietti**, Executive General Adjuster Regional Leader Crawford Cyber Solution, **Pierguido Iezzi**, CEO Swascan, **Paride Scozzari**, Team Lead Corporate Sales CrowdStrike, **Alessio Aceti**, CEO HWG Sababa, **Marco Bavazzano**, CEO Axitea, **Elena Gaiffi**, Occupational Psychologist and Managing Partner Laborplay, **Alessandro Manfredini**, Group Security & Cyber Defense at A2A Chairperson AIPSA, **Stefano Mele**, Partner Gianni & Origoni - Head of Cybersecurity Law Department and Co-Head of Privacy Department.

You can register and receive more information about the phygital event by logging on to <https://eventigeneralfinance.it/>

GENERALFINANCE

Founded in 1982 and operating for over 30 years, Generalfinance is a supervised financial intermediary specialised in financing the working capital of businesses, able to guarantee rapid and customised interventions according to the different needs of its customers. Operating from its two offices in Milan and Biella with a team of roughly 70 professionals, Generalfinance is a leader in the segment of factoring for distressed companies.

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