



GENERALFINANCE: CONFERENCE “FACTORING & CCII: FACTORING TO NAVIGATE BETWEEN CRISIS AND OPPORTUNITIES”

An important opportunity for discussion and in-depth analysis to explore the strategic role of factoring in an ever-changing economic context

Milan, March 13, 2025 – In an economic landscape where challenges and opportunities intertwine, factoring remains an essential tool for supporting businesses, enabling them to face market challenges with greater resilience. This is the focus of the conference “FACTORING & CCII: Factoring to Navigate Between Crisis and Opportunities”, organized by Generalfinance, a financial intermediary listed on the STAR segment of Euronext Milan, specializing in factoring for businesses in Special Situations. The event, to be held at the historic Palazzo Mezzanotte, a symbol of Italian finance, is sponsored by Assifact, the Italian Factoring Association.

The conference represents a unique opportunity for dialogue among industry experts, academics, institutional representatives, and key players in the financial world. It will provide an occasion to analyze the macroeconomic landscape, explore the dynamics of the Italian Corporate Crisis and Insolvency Code (CCII), and understand the role of factoring in today’s economic scenario.

After the institutional greetings from **Massimo Gianolli**, CEO of Generalfinance, and **Fabrizio Testa**, CEO of Borsa Italiana, the discussion will cover key topics through dedicated speeches on the macroeconomic outlook and the attractiveness of the Italian market, with a focus on factoring perspectives and its role in supporting struggling businesses.

The debate will be enriched by insights from prominent experts in the academic, legal, financial, and insurance sectors. Professionals from leading national and international organizations will participate, bringing expertise in corporate taxation, crisis regulations, restructuring strategies, and factoring market trends.

Among the distinguished speakers: **Adolfo Urso** – Minister of Enterprises and Made in Italy; **Giulio Tremonti** – Chairman of the Foreign and EU Affairs Committee of the Chamber of Deputies; **Fabrizio Amatizi** – Head of Seller Evaluation, Generalfinance; **Giulio Andreani** – Partner, Gianni & Origoni; **Maurizio Ascione Ciccarelli** – Founder, Ascione Ciccarelli Law Firm; **Carlo Bellavite Pellegrini** – Professor of Corporate Finance, Università Cattolica del Sacro Cuore, Milan; **Alessandro Bellia** – Partner, KPMG Advisory; **Sabrina Bruno** – Professor of Commercial Law, University of Calabria and Luiss G. Carli; **Luca Burrafato** – Head of Mediterranean, Middle East, and Africa, Allianz Trade; **Alessandro Carretta** – Secretary General, Assifact; **Daniela Cataudella** – Business Director, SACE; **Marco Giovanni Cleva** – CCO, Generalfinance; **Maurizio Dallochio** – Chairman, Generalfinance; **Alessandro Ferrari** – CLO, Generalfinance.

Additionally, the panel will include **Carlo Alberto Giovanardi** – Partner, Giovanardi Law Firm; **Sergio Iasi** – Chairman, Officine Maccaferri S.p.A.; **Luca Jeantet** – Co-Head of the Insolvency and Restructuring Department, GOP; **Maurizio Leonardo Lombardi** – Equity Partner, DGPA; Professor, SDA Bocconi; **Antonio Lombardo** – Senior Partner, DLA Piper Italy; **Silvia Massaro** – Business Director, SACE; **Claudio Nardone** – CEO, Sagitta SGR; **Giuseppe Palermo** – Partner, PwC; **Valerio Perinelli** – Chief Business Officer, SACE; **Federico Pippo** – Director, Master in Corporate Finance, SDA Bocconi; **Marcello Pollio** – Head of Insolvency & Restructuring Department, BureauPlattern; **Marco Preti** – CEO, CRIBIS D&B; **Paolo Rinaldi** – Partner & Managing Director, AlixPartners; **Salvatore Sanzo** – Chairman and Equity Partner, LCA Law Firm; **Fabrizio Testa** – CEO, Borsa Italiana; **Michele Thea** – Partner, EY; Europe West NPE Leader; **Matteo Uggetti** – Senior Partner, Deloitte Financial Advisory; **Giuseppe Viola** – CFO, Acciaierie d'Italia. **Andrea Cabrini** - Director of Class CNBC will moderate the event.

The conference will close with a session dedicated to the tools to support the internationalization of Italian SMEs.

Massimo Gianolli, CEO of Generalfinance, comments: *"Factoring plays a crucial role for SMEs, which must navigate an ever-changing economic environment. In times of global uncertainty, our mission is to provide financial solutions that not only support businesses' liquidity but also enable them to seize growth opportunities, even in challenging times. This conference serves as a forum for sharing ideas and best practices, reinforcing our commitment to businesses and contributing to their sustainable development. This event remains a privileged opportunity for discussion and in-depth analysis of a sector that is increasingly strategic in supporting companies in a constantly evolving economic context."*

Maurizio Dallochio, Chairman of Generalfinance and Professor of Corporate Finance at Bocconi University, adds: *"In a historical period marked by unprecedented economic challenges, factoring proves to be a fundamental tool for navigating difficulties and leveraging opportunities. Today, more than ever, collaboration between the financial sector, institutions, and businesses is essential to create solutions that support the growth and resilience of SMEs. I am particularly proud of how Generalfinance is promoting a critical debate on the future of our entrepreneurial fabric."*

GENERALFINANCE

Founded in 1982 and led for more than 30 years now by Massimo Gianolli, Generalfinance is a supervised financial intermediary specializing in factoring, able to guarantee fast and customized credit solutions to meet the most diverse client needs. Generalfinance is headquartered in Milan, Biella, Roma and Madrid, relies on a team of 80 highly qualified professionals and is a leader in factoring for distressed companies.

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