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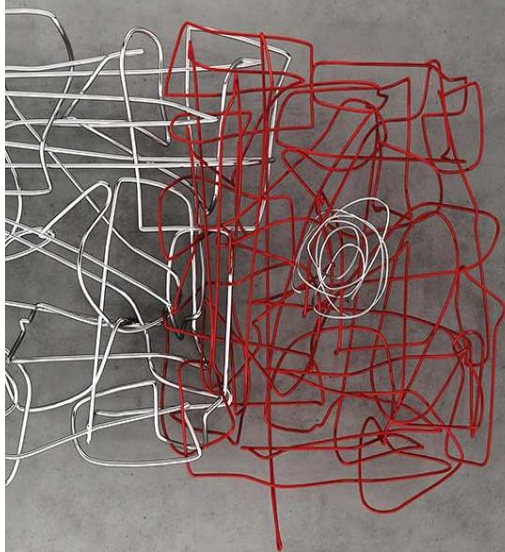
*invite you to attend the*

## **IV International Family Office Round Table**

**Family Offices and Family Governance:**  
*opportunities and risks lying ahead*

**06 February 2019**  
**5.00 to 9.00 pm**

*Sala Tiepolo*  
**PALAZZO CLERICI**  
*Via Clerici 5, Milan*



*Places are limited, registration required by 2nd February*  
*at [segreteria@familyofficer.it](mailto:segreteria@familyofficer.it) / +39 02 36590254.*  
*In order to attend, please wait for AIFO confirmation*

# AGENDA

4.30 – 5.00 p.m.

*Registration*

5.00 – 7.00 p.m.

**Patrizia Misciattelli delle Ripe**, *AIFO Founder and President*

How Family Offices facilitate Family Governance

(From Family Constitution to defining the Roles of Family Members)

**Andrea Fiorelli**, *Partner and Head of Tax Italy Dentons Europe Studio*

*Legale Tributario*

Family governance within the domestic and international environment -  
the sensitive tax focus

**Denise Kenyon Rouvinez**, *Wild Group Professor of Family Business &*

*Family Office and Director IMD Global Family Business Center*

Social responsibility in the context of family offices

**Arnaud de Coninck**, *Head of EMEA and APAC Trusted Family*

Digital innovation and family governance: the Solvay case

**Maria Paola Serra**, *Counsel Dentons Europe Studio Legale Tributario*

Family governance, generation handover, legal instruments. The new frontiers  
of the Italian Trusts and trust-like agreements

**Matteo Cerri**, *Founder & CEO The Family Officer Group UK*

Governance models: the needs of 'first generation' Family Offices across Eastern  
Europe and the UK

*Testimonial*

**Diana Frescobaldi**, *CEO Retail & Restaurant, Marchesi Frescobaldi*

7.00– 7.30 p.m.

*Q&A*

*Round Table*

*Moderator:*

**Fadrique de Vargas Machuca**, *Vice President and Head of AIFO Academy*

7.30 – 8.00 p.m.

**Master in Family Office VII**

**Graduation Ceremony**

8.00 – 9.00 p.m.

**Cocktail**

## SPEAKER BIOS

### **Patrizia Misciattelli delle Ripe**, *Founder and President AIFO*



She is Founder of AIFO, the Italian Association of Family Offices, which she chairs since 2006. The Association is devoted to increasing the awareness and building knowledge and tools to advise the Italian Family Office Community on how protect and foster sustainable family wealth and values in the long term. Previously she held top executive roles in leading Italian and International Financial Institutions: Board Director and COO of Finanza & Futuro (1986-1996) from start up to exit, General Manager with BNL Investimenti BNP Paribas (1996-1999) and General Manager with J. Rothschild Assurance Italy. She also started-up Nascent Sim, with Rothschild Assurance and was CEO (1999-2003). Based on her highly recognized competences and professionalism, over the last 30 years she has built the credibility that has enabled her to develop a strong network of consolidated relationships within the financial and banking sectors, both nationally and internationally which support AIFO's mission. She holds a degree in Philosophy from the University of Bologna and is author of two books published with "Il Sole 24 Ore" and Franco Angeli. Currently, she carries out mentoring project to help the rising generation to succeed in wealth transition.

### **Fadrique de Vargas Machuca**, *AIFO Vice President, Director AIFO Academy*



Over the last 14 years she has assisted international leading organizations and financial institutions working as an independent consultant and trainer to design and carry out assignments centered on corporate communication, communication skills, problem-solving and leadership. She began her career as Business Analyst with A.T.Kearney then proceeded as Communications Specialist and active member of ATKearney's Faculty. Currently, she is Visiting Professor at Università Cattolica del Sacro Cuore, Milan, IULM and ISPI (Istituto Superiore Politica Internazionale) where she teaches Communication Skills and Structuring and Storylining. She is Vice President of AIFO and Head of the Academy for Family Officers. Fadrique de Vargas holds a degree in Economics from Bocconi University (Milan).

## SPEAKER BIOS

**Andrea Fiorelli**, *Partner - Head of Tax Italy Dentons Europe Studio Legale Tributario*



Andrea Fiorelli is a partner in Dentons Europe Studio Legale Tributario - Milan office and the head of the Italian Tax practice. Formerly an officer of the Italian financial police (Guardia di Finanza) as well as an agent of the EU Anti-Fraud Office (OLAF) for more than 15 years, he advises on the tax aspects of corporate and finance transactions and has also a specific focus on fiscal implications related trusts, estate and wealth preservation.

Lawyer qualified in Italy and in Switzerland (Canton Ticino), he has extensive experience in advising on the fiscal treatment of financial products and UCITS (harmonized and non-harmonized); international taxation and planning; tax issues arising in the context of corporate finance and merger and acquisition transactions and the taxation of individual assets arising therefrom.

Advisory to key managers of financial institutions (e.g. stock option, stock incentives, carried interest, etc.) as well as reference shareholders thereof and reference financial players is also a daily activity strictly related to the fiscal practice in the financial environment; UHNWIs and entrepreneurs are key clients of the practice for their patrimonial and succession planning.

**Maria Paola Serra**, *Counsel Dentons Europe Studio Legale Tributario*



Maria Paola Serra is a counsel in Dentons Europe Studio Legale Tributario - Milan office and a member of the Global Tax practice.

She focuses on family office activities, corporate law, corporate financial law, contract law and related tax issues.

Within the perimeter of the practice focused on trusts, estate and wealth preservation, she assists high net worth individuals» (HNWIs) in terms of inheritance, wealth and asset protection matters also in the framework of generation handover into the family corporate business.

She has also vast experience of advising Italian and foreign clients on problems relating to corporate governance and a range of corporate transactions.



## SPEAKER BIOS

### **Diana Frescobaldi**, *CEO Retail & Restaurant, Marchesi Frescobaldi*



30th generation member of one of the historic Italian winery families, Marchesi Frescobaldi, owner of the homonymous Tuscan business. Before joining the family business, Diana worked for Nielsen Italia in the winemaking department. She joined the company in 1994 and since then has held various roles in the marketing division, carrying out special projects such as the launch of the new Frescobaldi Wine Bars, the success of which led her to become CEO of the Group's restaurants. Since 2005 she has been President of the Laudemio Consortium, the association that brings together the best Tuscan extra virgin olive oil producers, founded by her father in 1985. She travels between the United States, London and Switzerland. Since January 2014, she has been the General Manager of Lilium Restaurants Limited, a joint venture of which Frescobaldi owns a 50% share. She holds a degree from Brown University.

### **Denise Kenyon Rouvinez**, *Wild Group Professor of Family Business & Family Office and Director IMD Global Family Business Center*



Denise H. Kenyon-Rouvinez is The Wild Group Professor and Director of the IMD Global Family Business Center at IMD.

For over 20 years she has worked extensively with very large family businesses in Europe, Asia, the Middle East, North and South America and is used to deal with complex governance and wealth situations.

Denise is also author and co-author of several books and articles on succession, competence, growth, IPOs, governance issues and on serial business families. Founder and former president of the Family Business Network (FBN) chapter in French speaking Switzerland, Denise received several awards for her research work.

Former Head of International Family Business and Philanthropy at RBS Coutts, Denise also served for 10 years as a senior consultant at The Family Business Consulting Group (FBCG), and is a Family Firm Institute (FFI) Fellow and mentor.

Prior to specializing in family business, Denise worked for fifteen years in international industrial companies where she developed an expertise in strategy, accounting, M&As, as well as financial and business analysis.

## SPEAKER BIOS

### **Arnaud de Coninck, *Head of EMEA & APAC TrustedFamily***



Arnaud de Coninck heads Trusted Family services across Europe, Middle East and Africa. With his teams, he advises multi-generational family enterprises and family offices to communicate with their shareholders, directors, family members and advisors through a purpose build mobile and web application. Arnaud is himself a 6th generation member of the Solvay family with headquarters in Brussels, Belgium. Solvay was founded in 1863 by Ernest Solvay and is a global multibillion company with the mission to improve quality of life and customer performance through chemistry. Before joining Trusted Family, Arnaud worked at Procter & Gamble within the external communications team. He holds a bachelor's in communication from the Vrije Universiteit Brussel (VUB) and a master's in business from Boston University.

### **Matteo Cerri, *Founder and CEO The Family Officer Group***



Moved to London in 1996 and worked as Corporate Finance Executive at Cowell & Partners (former Mapfre Securities). Published various books and articles on the subject of Risk Management for Non Profit and Institutions, as well as holding seminars and lectures. In 1999 founded, in London, Shield Risk Management Ltd, the first company of the Group. In the same period, became one of the co-founders of Shield & Co. Merrill Lynch Bank & Trust, a multi-family office run under the umbrella of the American bank. Subsequently achieved an LLM focusing on inheritance matters within family groups. Briefly moved back to Italy in 2004 to take over the advisory services business of the multi-family office and created the present The Family Officer Group as a spin-off (2006) of the advisory services of Shield Group. Presently acts as CEO of the international activities of the Group, which is now recognized among the most important family offices of Italian origin.

In December 2014 the Group announced the foundation of i2i - Italians to Italians. A venture capital firm investing in companies led by Italians abroad. In one year i2i has become one of the leading companies backing Italian start-ups in the UK, USA and Italy.