

Dr Amedeo Mangili

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“Who I am” in two words?

I'm an experienced international businessman with a strong educational background in Medicine (MD 2001) and Business Administration (DEUG 1990 Lille University, Geneva Hotel Management School, Diploma in 1992, MBA 2019 Real Madrid Business School – University European), operating in strategy, communication, sales & marketing, public relations. Experienced in organizing projects, setting-up new companies and representative desks.

It's said of me that I'm a relationship person, door opener, able to talk with people top level and from all sides (economy, political, medical).

PROFESSIONAL EXPERIENCES

Since January 2021, Board Advisor of Oryx Healthcare Consulting LLC

<https://www.oryxhc.com/biography/dr-amedeo-mangili/>

Oryx Healthcare Consulting LLC is a Healthcare consulting company driven by Mrs Linda Abdullah, CeO of the company, former director of the Dubai Health Authority.

Since June 2020, Vice President Executive Pro Sesto Football Club

https://www.linkedin.com/posts/icom-sport-group-ltd_amedeo-mangili-guest-of-sportitalia-activity-6701145338394238976-Pj_1/

Pro Sesto Football Club is a professional football team in Milan area. My priorities and proxies are:

- Marketing
- Sponsorship
- Sales
- Innovation and new businesses
- International relations

Since Nov 2019, group C.E.O. of iCom Sport Group Limited and Chairman Fan Rating SRL

iCom Sport Group is an organization of innovative mediatech companies located in UK, Italy, India and UAE that study and apply the latest digital technologies to the world of sport with the aim of serving the most advanced tools and services to our stakeholders, clubs, fans, athletes and media, fully respecting our corporate values.

Main digital/innovative projects:

- Fan Rating <https://www.lacasadeltifoso.it/?lang=en>
- Company profile Fan Rating: https://www.canva.com/design/DAEc931oDKo/pwjutRkNCISWi8yAd-8W_w/view?utm_content=DAEc931oDKo&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink#1

From 2012 till Nov 2019, Group C.E.O. of iCom Business Group (China/UAE/Italy) www.icomcg.com

iCom Business Group (former iCom Holding) is a global group involved in several business developments in Healthcare, ICT, Sport business, New medias and Agri-food.

Its philosophy is centred on prestigious partnerships and joint cooperation with leading international companies. According to its business model, the group participates and controls:

- **Colombo International Medical Group**, a healthcare provider specialized in state of the art cardiology
- **iCom Med DMCC**, a healthcare marketing and communication company located in Middle East

- **Italiastarbene**, a global healthcare platform for international patients
- **Italian Elite Hospitals Management Co. Ltd**, a healthcare marketing company located in China
- **Chengdu Two Lions Trading Co. Ltd**, a Food & Beverage importer & distributor located in China
- **Fan Rating La Pagella del Tifoso**, a new media company active in sports.

The mission of iCom is to build bridges between private and public organizations, to support them during their path of internationalization, through new deals, strategic partnerships, special projects and new business models. iCom operates all around the world and in particular in China, Italy, GCC countries and CIS countries.

On behalf of iCom,

- In 2013, I created and have set-up the JV Chengdu Two Lions Trading Co. Ltd with a local partner.
- In 2014 I opened the representative desk of Italiastarbene in China (Chengdu).
- In 2015, I created iCom Med DMCC, the operative desk of iCom Business Group in Middle East (Dubai).
- In 2015, I created Italiastarbene Scientific Committee with highly reputed doctors and university professors.
- In 2017, I created and have set-up the JV Company in Beijing, International Elite Hospitals Management Co. Ltd.

I directly managed several projects in healthcare, sport and agro-food:

Healthcare Projects

- International development of the **Diabetic Limb Salvage unit (2019)**, involving Prof. Carlo Caravaggi and Mubadala Healthcare.
- International development of the **Cardiovascular Italian Project (2019)**, involving Prof. Antonio Colombo and Prof. Cesare Massa Saluzzo.
- **Emirati Italian Healthcare Cooperation (2017-18)**, consisting in a project of a Hospital in Abu Dhabi, involving *Humanitas Hospital* of Milan and *iMass Investment* of Abu Dhabi, chaired by HE Khaled Al Mass.
- **Project Italiastarbene (2013-2017)** <https://www.youtube.com/watch?v=NZaQ8IOUeJk>
The project Italiastarbene was a national program for the international promotion of the Italian Health System (Medical Tourism and Cooperation), developed in partnership with Federsanita ANCI (the Italian Federation of the public and private hospitals). The Italian Ministry of Health and the Italian Ministry of Foreign Affairs was supporting the project.
The program was focused on the Extra-EU markets (Eurasia, China, GCC), and represented the most important public and private hospitals in Italy and more than 200 reputed doctors.
In October 2017, on behalf of Italiastarbene, I represented the Italian project at the Medical Forum of Sanya (CN) and signed a MoU with the **Chinese Scientific Society of Cardiothoracic Vascular and Anesthesia** https://youtu.be/h_Jx5w2en9A
- **Promotional Project “Medical Tourism in Dubai” (2017)** <http://icommed.com/report/the-economist/-uae/dubai/115>
An institutional report coordinated by the Dubai Medical Tourism Council (Dr. Layla Al Marzouqi), co-promoted by the Economist.com on the medical tourism business in Dubai, involving authorities and top companies like Emaar, Emirates Airlines, providers and hospitals, members of the Dubai Health Experience group.
- **Project VeneziaStarBene (2012)**
An Internet platform, developed in cooperation with the Regional Government of Veneto for the promotion and for the organization of the Medical Tourism in Veneto (I).

Sport business and marketing projects

- In 2017, I coordinated the project **“AC Milan Center Dubai Mudon”** between **Dubai Properties Group** and the football club **AC Milan**. The parties involved were the Group CEO Mr. Abdullah bin Lahej and the group CMO Mr. Karim Nagaty of Dubai Properties Group, the CCO of AC Milan, Mr. Lorenzo Giorgetti.
- Since August 2017 I’m working on the conceptual and marketing development of specific Football applications with the National association of supporters of AC Milan, FC Juventus, FC Inter, SSC Napoli, AC Roma, Atalanta, Lazio, Fiorentina, Cagliari, FC Torino(FanRating La Pagella del Tifoso, eDream Team).

Agro-food project

- **“Aperitivo Italiano” (Chengdu 2015)** http://www.parmigianoreggiano.com/press_area/people_events/aperitivo_italiano_chengdu.aspx
A weekly event organized in China (Chengdu) with the Chengdu Two Lions Trading Co. Ltd. and Ascott Hotel & Residences for the promotion of the Italian food and wine. The partners were the Italian

General Consulate of Chongqing and ITA (Italian Trade Agency), the Parmigiano Reggiano consortium and several wine producers (*Tenute del Cerro, Bellussi, Fattoi, Cantine Tollo*).

- **“Italian Month” (Chengdu - April 2015)**

A monthly event, with the institutional support of the Italian General Consulate of Chongqing and the Italian Trade Agency, consisting in a program of 4 appointments (seminaries and tasting sessions) around the themes:

- ✓ Italian Food & Wine – healthy food
- ✓ Italian design and architecture
- ✓ Tourism
- ✓ Expo 2015 Milan

The Italian month ended with a final concert executed by the Chinese artists of the **Conservatory of classic music of Chengdu**, singing opera songs.

- **“Flavours of Italy” (Chongqing - 2014)** <http://www.legacooppuglia.it/2014/10/il-consorzio-flavours-of-italy-in-cina/>

An annual event organized with the LegaCoop consortium and 7 Italian food producers, with the support of Chengdu Two Lions Trading Co. Ltd.

- ✓ Cooking classes
- ✓ Tasting sessions
- ✓ Presentations and seminars

From 2007 till 2012, CEO of Vox Media Partner LLC.

Vox Media Partner is a PR, Marketing & communication company (Press, TV, Internet, events), specialized in institutional communication, advertorial and marketing strategy, partner of *Euronews, Financial Times, Les Echos, Izvestia (Ru), Il Corriere della Sera, Businessworld India, Japan Times, Le journal du Parlement (F)*.

ACADEMIC BACKGROUND

2019 - MBA Real Madrid Business School – European University Madrid

2004 - Master in Orthopedic Surgery – University of Toulouse

2001 - MD Medicine Faculty – University of Milan

1992 - Diploma Hotel Management School of Geneva

1990 - University degree Economy – University Lille II

1987 - Baccalaureate scientific – Lycee Sport – Etudes Football Le Quesnoy (F)

FOREIGN LANGUAGES

FRENCH - mother tongue

ITALIEN - mother tongue

ENGLISH - fluent written and spoken

SPANISH - basic written and spoken

GENERAL INFORMATIONS

Presentations - workshops

- <https://www.youtube.com/watch?v=NZaQ8lOUeJk>
- <http://www.lanazione.it/firenze/confindustria-sanità-1.581070>

Sports

- Football, tennis, ski, fitness, jogging, golf, sailing.

References (under request)

- Mrs Linda Abdullah – CeO of Oryx Healthcare Consulting LLC (Dubai)
- CAV. Augusto Strianese – Past Chairman of the Italian Chambers of Commerce Abroad.
- Dr Lino Del Favero – Chairman of Federsanità ANCI, General Director of the National Institute of Health (I)
- Dr. Paolo Stocco - President “Associazione Italiastarbene”.
- Mr Gregory Coonen – International Businessman in media, communication and consultancy.
- Prof. Cesare Massa Saluzzo – interventional radiologist & chairman Scientific Committee Pro Sesto 1913



Italian Minister of Health, Beatrice Lorenzin



President of Serbia, HE Boris Tadic



President of Turkey, HE Abdullah Gul



Eng. Bader Saeed Hareb - CEO Dubai Healthcare City



H.E. Humaid Al Qatami - Chairman of the Dubai Health Authority



Ms Alisha Moopen, CEO of Aster DM Healthcare group



Prime Minister of Montenegro, Milo Djukanovic



Dr Layla Mohamed Al Marzouqi - Director Medical Tourism - Dubai Health Authority



Lingshui (Cn) Oct. 2017 - Presentation Italiastarbene at the Medical Forum of Hainan



Cooperation Agreement iCom Med/Chinese Association of Cardiothoracic



Meeting with Sheikh Majid Al Mualah - VP Emirates Airlines



Desk Italiastarbene Beijing