



Linkontro

Connecting people, ideas and experiences

Linkontro was born in the 1980s thanks to the insightful intuition of a group of managers from modern retail and branded industries, who envisioned an event inspired by their shared passion for sports, particularly tennis. The real goal, however, was to create an informal moment to foster relationships and encourage sharing, enabling a new way to manage the relationship between two professional worlds in dialogue. The initiative's success was immediate: even today, 40 years after its first edition, the event continues to preserve its original spirit.

Engage with authority

Today, as in the past, Linkontro is conceived and organized by NielsenIQ, a global leader in consumer intelligence. The growing attention and participation year after year speak volumes: over 600 managers, representing leading companies in the consumer goods industry, gather in May in a welcoming and stimulating setting to reflect on and discuss the most current societal, economic, and market topics. For business leaders, the event has become an essential appointment to look to the future through fresh analysis of scenarios and market trends, as well as through the exchange of ideas and experiences. Three days of meetings, prestigious professional relationships, and new connections offer the ideal opportunity to inspire exchanges and explore new paths together, strengthen collaboration, identify weak signals of change, and study strategies that will lead companies to success.

Analyzing the present, Envisioning the future

At the heart of Linkontro is the conference, where every year topics of great interest and pressing relevance are discussed, such as the state of the nation, socio-economic scenarios, market trends, consumer choice changes, and future perspectives. Renowned speakers shape the agenda around a central theme, defined in collaboration with the Advisory Board, composed of a team of top managers from the industry and distribution sectors.

The analyses and experiences presented offer unique interpretations and valuable suggestions to inspire participants to constant engagement with a rapidly changing context. In an economic environment characterized by turbulence and discontinuity, the winning companies are those capable of anticipating market demands, adapting strategies, and offering innovative solutions.

Success belongs to those who invest in human resources and prioritize long-term value creation. It belongs to those who put their stakeholders, especially consumers—now more informed, aware, and demanding—at the center of their business.

Protagonists of the future

Each edition begins with the analysis of business models that have proven successful, particularly during times of crisis, to identify guiding lights for companies aiming to lead in the markets of the future.

The conference tells the stories of people and companies that, by investing in quality, have gained a significant competitive advantage, becoming points of reference in Italy and abroad.



Names that left a mark.

The authoritative voices of past editions embody the essence of Linkontro.

Some of these notable contributors include:

Jeremy Rifkin – Foundation Economic Trend
Francesca Vecchioni – Diversity
Mario Calabresi – Giornalista, Scrittore
Amalia Ercoli Finzi – Scienziata
Cristina Scocchia – Illy Caffè, Centromarca
Tito Boeri – Università Bocconi
Annalisa Cuzzocrea – La Stampa
Maura Latini – Coop Italia
Giuseppe De Rita – Censis

Beppe Severgnini – Corriere della Sera
Enrico Letta – Istituto Jacques Delors
Federico Rampini – La Repubblica
Cristiana Scelza – Prysmian Group
Carlo Cottarelli – Università Cattolica
Francesco Mutti – Mutti
Umberto Galimberti – Filosofo
Oscar Farinetti – Eataly
Paolo Barilla – Barilla
Marco Travaglia – Nestlé

Sabino Cassese – Corte Costituzionale
Joseph Stiglitz – Columbia University, Premio Nobe
Vittorio Emanuele Parsi – Università Cattolica Milano
Michael Spence – Premio Nobel
Andrea Montanino – Cassa Depositi e Prestiti
Nicola Gratteri – Procuratore della Repubblica
Telmo Pievani – Università di Padova
Paolo Mieli – Giornalista, Scrittore
Irene Rizzoli – Delicium
Marinella Soldi – Discovery Group



A dialogue between art, values and corporate identity.

Art becomes a way to interpret and enhance corporate messages, transforming the values defining companies' identities into creative works. Meanwhile, products find a distinguished showcase where specially designed settings highlight their quality, distinctive characteristics, and the commitment companies dedicate to consumer satisfaction.



The Linkontro Gallery represents an exclusive space where companies can showcase their identity, share their values, and present their products uniquely and engagingly. Through a perfect balance of artistic creativity and brand storytelling, the Gallery offers an experience that blends emotion and innovation.

Premier showcase, great visibility.

For its content and quality, Linkontro has become Italy's most important event for the consumer world community. Its format enables companies to build significant and lasting connections with a qualified target audience, creating a unique networking opportunity in an informal atmosphere. Companies can present themselves and interact directly with the sector's main players, fostering the exchange of ideas, experiences, and strategic visions within a stimulating and collaborative environment.



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