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Dolce Vita Lifestyle

# World Protection Forum™ thanks to the new science of risk no more heroes are needed!



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The World Protection Forum™ this time met for a convivial lunch in Rome, at the historic restaurant "Il Vero Alfredo", the cradle of the Italian culinary tradition, managed with care and cordiality by Chiara, now belonging to the fifth generation of restaurateurs and Paolo Cuomo his father.



Excellence Magazine, partner of the event, welcomed the illustrious participants, coming from different realities but all sharing the same "LifeFirst!" Philosophy of life, including: Dr. Luca Ruggi, Human Capital Director of PwC, Dr. Romina Nicoletti, Business Partner of Tron Group Holding, Dr. Alessandra Paradisi, Rai Deputy Director, Dr. Francesco Alessandria, Superior Council of the Department of Political-Economic Planning and Coordination, Dr. Giulia Rosito, CFO of Globaleducate Italia, Dr. Carlo Paris, President of ENAV Sustainability Committee, Dr. Massimo Michaud, former CEO of Allianz Italia and Axa Assicurazioni, today Chairman of the Board of CINEAS, along with many others.



After enjoying the iconic "fettuccine all'Alfredo", the restaurant's main dish based on butter and Parmesan, Federica Spampinato presented her book "The New Science of Risk", thus explaining the entry into the era of anti- heroism: the world, avoiding the catastrophic impacts of risk, will no longer need heroes.



The communication of Fondi & Sicav Magazine dedicated to the world of finance, which adopted the KELONY Risk-Rating to be able to advise Banks and Investors in the choice of investments on the measurement of the overall risk that indicates the value of an asset, won the attention of those present.

What is the value of an asset? It is the price that people are willing to pay. Were there fewer people, the value would tend to zero. The economic data, although essential, is not the fundamental one as it is subordinated to the "vitality" of the people who make up the market.

An immense leap for Humanity, which finally has the necessary tools to apply the prophetic phrase of Protagoras of Abdera: "Man is the measure of everything", not the economy.



Finally, the participants signed the Manifesto of the World Protection Forum™ a concrete act of adherence to the values and philosophy of action "Life First", now visible at the restaurant "Il Vero Alfredo", together with photographs of famous personalities such as the King of Spain, the President of the United States Jhon Kennedy, Sofia Loren, Silvester Stallone and countless others.



written by  
**Emanuela Zini**

My professional life has been marked by several big changes that made me grow as a person and as a leader, develop new skills and mental flexibility, which in turn allows me to face challenges from a different, unique perspective. To me, writing represent a way to communicate with myself and with others. Telling stories and engaging my readers are the challenges that I am currently facing within a wider editorial project.

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