



## Antonino Laspina

### Trade Commissioner and Executive Director for the USA, The Italian Trade Commission

Antonino Laspina was born in 1957 in Aidone, Sicily. He graduated with honors in Political Science, earned a master's degree in foreign trade and export management – Corce in 1980, and then attended SIOI postgraduate school in diplomatic affairs in 1981. In the same year, he joined the Italian Trade Agency and experienced different positions in his career, both in the headquarters in Rome and in major foreign offices. As Director of the Trade Promotion Department, he was deeply committed to promoting Italian Lifestyle in many international markets including the United States, where he implemented a large communication and promotional campaign “Live in I Style”; that was carried on throughout 2000-2003.

As Trade Commissioner, he was posted mainly in Asia, including Seoul, Kuala Lumpur, and Taipei. He then went on to become the Director of the Beijing office and Coordinator of the ITA network in China for 12 years.

In 2015, Mr. Laspina was appointed as the Director of Marketing in the Rome headquarters. He focused on the innovation of on-demand services for the international business development of ITA customers, and supported them on every step of international trade, including market approach, access and consolidation. He also utilized groundbreaking innovations in ITA core activities such as executive and HR training and omnichannel business services.

Throughout his career, Mr. Laspina has worked with universities, including those in China, training centers, and both Italian and international magazines on subjects related to international trade and the economy. He became a member of the Young Leaders' Group (Italy-United States Council) in 1998. He was posted in NYC on November 9th, 2019 as the Executive Director of ITA in the US market.

