



PMI Day – The 16th National Day of Small and Medium-Sized Italian Companies in the USA Wednesday, December 10th, 2025

The Consulate of Italy in Detroit, is proud to celebrate PMI Day, the 16th National Day of Small and Medium-Sized Italian Companies in the USA.

We will host Italian companies doing business in **USA and ITALY**. The Entrepreneurs and Executives will present on the vision, philosophy and mission of each company.

On this occasion, join us, we for an insightful and engaging presentation with Italian business representative of the company and the participation of the students of **L'ANSE CREUSE HIGH SCHOOL, HARRISON TOWNSHIP, MICHIGAN**.

The theme of this edition is **“Scegliere”**, choosing to be protagonists of the future, to build your own personal and professional path in a constructive dialogue with all stakeholders: the world of education—and in this specific case, the training context of Italian teaching—families, and businesses.

At L'ANSE CREUSE HIGH SCHOOL, the presentation will be on line with the **Lega Serie A USA**, a Company that around the world continues with the goal of expanding the “*calcio*” product, increasing networking and partnerships and being close to the needs of stakeholders globally.

With a view to pursuing this strategy, Lega Serie A's office in New York is focused on the internationalization of the Serie A brand and the development of the best strategies for the growth of Italian soccer in the world, as one of the Company's priority. Lega Serie A USA has already developed several projects that have allowed the many fans in the territory to feel connected to Italian soccer, also thanks to the presence of the legends that have made Serie A unique in the world, and to bring new generations of fans closer to Italian teams and champions.

Alessandro GHERARDI, Head Of Marketing & Commercial, North America at [Lega Serie A](#), will introduce the Company and talk to two groups of Students about its history, the development of their activities, goals and future perspectives.

Our event is scheduled on line on Wednesday, Dec. 10th, 09:30 – 11:00AM ET

Link Zoom:

PROGRAM: 10.12.2025

1) 09:30 AM ET Welcoming Remarks

09:35 AM ET Opening Remarks

Prof. Marina LENZA, Consulate of Italy Detroit, Education Office

Prof.ssa Lucia PIERI, Instructor of the Italian Program

09:40 – 10:05 AM ET Entrepreneurship Panel

Alessandro GHERARDI, Head of Marketing & Commercial,
North America at Lega Serie A

10:05 – 10:10 AM ET Questions from students, audience

2) 10:15 AM ET Welcoming Remarks

10:20 AM ET Opening Remarks

Prof. Marina LENZA, Consulate of Italy Detroit, Education Office

Prof.ssa Lucia PIERI, Instructor of the Italian Program

10:25 – 10:50 AM ET Entrepreneurship Panel

Alessandro GHERARDI, Head of Marketing & Commercial,
North America at Lega Serie A

10:50 – 10:55 AM ET Questions from students, audience
