



**PMI Day – The 16<sup>th</sup> National Day of Small and Medium-Sized Italian Companies in the USA  
Tuesday, January 27<sup>th</sup>, 2026**

**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 feature Lega Serie A USA, the North American arm of Italy's top football league. Based in New York, Lega Serie A USA plays a strategic role in advancing the international development of the Serie A brand, strengthening its presence in the United States, and enhancing awareness and appreciation of Italian football among local communities, institutions, and younger generations.

In recent years, the New York office has implemented a wide range of initiatives aimed at bringing American audiences closer to Italian soccer, including fan-engagement activities, educational programs, digital initiatives, and collaborations with schools, universities, academies, and partners

across the country. These efforts form part of a broader strategy focused on building long-term connections, fostering new commercial and institutional opportunities, and showcasing the heritage, values, and global appeal of Serie A. The participation of former Serie A legends has further enriched this engagement, helping new generations experience firsthand the history and passion that define Italian calcio.

Alessandro GHERARDI, Head of Marketing & Commercial, North America at [Lega Serie A](#), will present the League's mission, its ongoing activities in the United States, and its strategic vision for the coming years. He will meet with two groups of students to outline the evolution of Lega Serie A abroad and highlight how the organization is contributing to the global growth of Italian football through innovation, community engagement, and international outreach. **Our event is scheduled on line on Tuesday, January 27<sup>th</sup>, 09:30 – 11:00AM ET**

LINK:

[Join the meeting now](#)

Meeting ID: 391 812 206 267 15

Passcode: vC7Sm94k

**PROGRAM: 01.27.2026**

- 1) **09:30 AM ET**      **Welcoming Remarks,**  
Director of Education Office Consulate Detroit, Marina LENZA
  
  - 09:35 AM ET**      **Opening Remarks**  
Consul of Italy in Detroit, Paolo ZANOTTO  
  
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**  
Director of Education Office Consulate Detroit, Marina LENZA
  
  - 10:20 AM ET**      **Opening Remarks**  
Consul of Italy in Detroit, Paolo ZANOTTO  
  
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**
-