



Embassy of Italy  
New Delhi

*President of the Italian Republic*

MESSAGE FOR THE PARTICIPANTS OF  
INDIA SOFT POWER CONFERENCE

I convey my greeting to the organizers and participants of the conference that the Soft Power Club has significantly chosen to hold in India this year.

The reflections of the best expressions of civil society contribute significantly to framing the processes of geopolitics of the current reality, especially in a world torn apart by conflicts, indicative of a tendency to replace the power of weapons - hard power - with persuasion and dialogue.

In this context, marked in many parts of the world by unspeakable bereavements, the conference contributes to the tenacious activity of those who, at all latitudes, are committed to promoting international cooperation and multilateralism. Moreover, these are values that we share with India.

The Soft Power Club has the merit of promoting this approach for some time with appreciable originality, focusing its activity on the great challenges of present times: from sustainability to technological progress to an intercultural dialogue that can be an effective tool for developing shared solutions. In this path, it can count on the rich Italian fabric of cultural and economic experiences and traditions, and on the active contribution of the many Italian and international personalities united by the reflection on soft power.

With this, I wish this conference every success.

Signed  
Sergio Mattarella