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PRESS RELEASE

# Generali Sponsors the Italian National Cricket Team for their First Appearance at ICC Men's T20 World Cup 2026 in India and Sri Lanka

**Hong Kong, 4 February 2026**, Generali Asia and the Italian Cricket Federation today announce Generali's sponsorship of the Italian national cricket team's inaugural participation at the ICC Men's T20 World Cup 2026 (T20 World Cup) held in India and Sri Lanka from 7 February – 8 March 2026. The T20 World Cup takes place every two years featuring 20 international teams and this year marks the first time that Italy has qualified for the competition.

**Rob Leonardi, Asia Regional Officer, Generali**, said: *"Given the prominence of cricket in this dynamic region for sports, Generali is proud to be supporting Italy's debut in the T20 World Cup. The national team has made great strides as they've built their global reputation, and we are glad to play a role in celebrating their achievements to date – while very much looking forward to what more they'll achieve in the future."*

**Maria Lorena Haz Paz**, President of the Italian Cricket Federation, said: *"We are extremely pleased to strengthen our partnership with **Generali**, an Italian brand of outstanding international stature. This collaboration represents not only a valuable support for our National Team ahead of a historic World Cup debut, but also a shared vision based on growth, values and long-term development. Having such a prestigious Italian partner alongside us at this stage of our journey is a source of pride for the entire Italian cricket movement."*

Italy will be participating in the Group stages as part of Group C, alongside Scotland, England, Nepal and West Indies. The matches will be played in Kolkata and Mumbai, India. The match dates are:

- 9 February 2026 – Italy vs Scotland – Eden Gardens, Kolkata
- 12 February 2026 – Italy vs Nepal – Wankhede Stadium, Mumbai
- 16 February 2026 – Italy vs England – Eden Gardens, Kolkata
- 19 February 2026 – Italy vs West Indies – Eden Gardens, Kolkata

The iconic venues – Eden Gardens, one of world cricket's most historic grounds, and Wankhede Stadium, home to many of the sport's most memorable moments – will provide a global showcase for Italy's debut.

Generali was one of the first partners of the Italian Cricket Federation in its early years, supporting the organisation as it laid the foundation for the sport's development in Italy. Generali Asia's sponsorship of the Italian national team's first ever historic participation at the ICC Men's T20 World Cup 2026 in India and Sri Lanka demonstrates the continued relationship supporting cricket in Italy and beyond.



## THE GENERALI GROUP

Generali is one of the largest integrated insurance and asset management groups worldwide. Established in 1831, it is present in over 50 countries in the world, with a total premium income of € 95.2 billion and € 863 billion AUM in 2024. With around 87,000 employees serving 71 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

## ITALIAN CRICKET FEDERATION

The Italian Cricket Federation (F.C.R.I) is the official governing body responsible for the development, promotion and regulation of cricket in Italy. Founded in 1980 and affiliated with the International Cricket Council (ICC), the Federation oversees the Italian men's and women's national teams, as well as domestic competitions and development programmes across the country. In recent years, the Italian Cricket Federation has implemented a structured growth strategy focused on technical development, grassroots participation and international competitiveness. This journey reached a historic milestone with Italy's first-ever qualification for the ICC Men's T20 World Cup 2026, marking a significant achievement for the Italian cricket movement. Through sport, the Italian Cricket Federation promotes values of inclusion, cultural integration and community engagement, contributing to the growth of a global sport within the Italian sporting landscape.