



UNIVERSITÀ  
DEGLI STUDI  
DI PALERMO

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# *Master of Arts in International Relations*

## II Edition Path of Excellence in International Studies

# 2018



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## International Communication and Marketing

**MONDAY 26 February - Path of Excellence Presentation** (morning)

• **Domestic Marketing vs International Marketing** (4h morning)

CLAUDIA TRAINA - Marketing Manager

**TUESDAY 27 February**

• **Marketing Plan; Product Policy; Price Policy; Branding** (4h morning)

CLAUDIA TRAINA - Marketing Manager

**WEDNESDAY 28 February**

• **Communication and Trade Show Business** (2h morning)

CLAUDIA TRAINA - Marketing Manager

• **Speech:** IRENE MILAZZO - Hospitality Manager - Feudi Principi di Butera (2h morning)

• **Key Factors for Chinese E-commerce** (2h afternoon)

FABRIZIO LA BARBERA - Studio Legale Lucia

**THURSDAY 1 March**

• **Public Relations and Negotiation Skills** (2h morning)

CLAUDIA TRAINA - Marketing Manager

**FRIDAY 2 March**

• **International Communication** (2h morning)

CLAUDIA TRAINA - Marketing Manager

• **Speech:** ASHLEY HAMES - Blogger Huffington Post (2h morning)

• **Enterprise Visit Mosaicoon** (2h afternoon)

## Human Trafficking and Contemporary Forms of Exploitation: Issues and Challenges

**MONDAY 5 March**

• **Human Rights and Global Justice** (2h morning)

ISABEL TRUJILLO - UNIPA

• **Migration is not the Problem** (2h morning)

CLELIA BARTOLI - UNIPA

• **The Role of Civil Society Against Trafficking in Human Beings. The Case of Palermo** (2h afternoon)

SERGIO CIPOLLA - CISS

• **Prostituted: Human Trafficking for Sexual Exploitation in the Capital of the Trafficking Protocol.**

**Legal, Political, Cultural and Socio-Economic Challenges** (2h afternoon)

MILLY GRILLONE - Phd Student in Human Rights, UNIPA

**TUESDAY 6 March**

• **Human Trafficking and Labour Exploitation:**

**A Critical Analysis of Legal Concepts and Approaches** (3h morning)

LETIZIA PALUMBO - UNIPA, EUI

• **Multilevel Strategies against Trafficking in Human Beings** (2h afternoon)

FRANCESCO PARISI - UNIPA

**WEDNESDAY 7 March**

• **Migration, Labour, Agriculture. From Resources and Man's Exploitation in the Global Agri-food to Food Sovereignty** (4h afternoon)

MARTINA LO CASCIO - UNIPA

**THURSDAY 8 March**

• **The Response of UNICEF to the Migration Crisis** (3h morning)

CHIARA SATURNINO - UNICEF

• **Workshop** (4h afternoon)

MARIA GRAZIA GIAMMARINARO - UN Special Rapporteur Trafficking

• **Investigations Strategies Against Human Trafficking and Smuggling of Migrants:**

**Palermo Investigation Protocol** (afternoon)

FEDERICA LA CHIOMA - Procura di Palermo

• **Forced Smugglers and Courts. Which Fairness for the Trial?** (afternoon)

SERENA ROMANO - Avvocata, UNIPA

• **Identification and Protection of Victims of Trafficking Arriving via Sea in Italy** (afternoon)

RITA DUCA - OIM

**FRIDAY 9 March**

• **Migrant Smuggling Across the Mediterranean: an Economic Analysis** (4h afternoon)

MARIO LAVEZZI - UNIPA and EILLEN QUINN - PhD Student UNIPA

## International Trade Scenarios

**MONDAY 12 March**

• **Juridical Context in Africa** (2h morning)

SALVATORE MANCUSO - University of Cape Town

• **China: Political and Juridical Context** (2h morning)

IGNAZIO CASTELLUCCI - University of Teramo

• **Work Life Balance and Stretch Work** (2h afternoon)

PAOLO VASQUES - Global Director for Industrial & Retail Relations Benetton Group

**TUESDAY 13 March**

• **China: Cultural Context** (2h morning)

IGNAZIO CASTELLUCCI - University of Teramo

• **Foreign Investment in Africa** (2h morning)

SALVATORE MANCUSO - University of Cape Town

**THURSDAY 15 March**

• **Challenge Begins with CH-Ina** (2h morning)

ANDREA AGAZZANI - Ceo Needitaly Group

## Internationalization of Enterprises

**MONDAY 19 March**

• **The Region of Sicily and Foreign Markets. The Strategic Plan for Internationalization** (2h morning)

TIZIANA LIPARI - International Trade Expert, Public Policies and EU Funds

• **Internationalization and Industrial Association: the Case of Sicily and Confindustria** (2h afternoon)

GIADA PLATANIA - Head of International Affairs Unit - Sicindustria

**WEDNESDAY 21 March**

• **To Be or not To Be: the Reform Dilemma of European Union Politics** (3h afternoon)

FRANCESCA LONGO - University of Catania

**TUESDAY 27 March**

• **How Small Firms Become International: the Case of Elios** (4h morning)

NICOLA ADAMO - Elios

**WEDNESDAY 28 March**

• **The Road to European Cross-Border Cooperation. An Introduction to Territorial Cooperation, Euro-Regions and the Sicily-Malta Cross-Border Region** (4h morning)

FRANCESCO MARIA CAMONITA - University of Barcellona

**THURSDAY 29 March**

• **The Job Market and Industrial Policy** (3h morning)

SEBASTIANO NEROZZI - University Cattolica

• **The New Perspectives of "Industry 4.0"** (2h afternoon)

SEBASTIANO NEROZZI - University Cattolica