

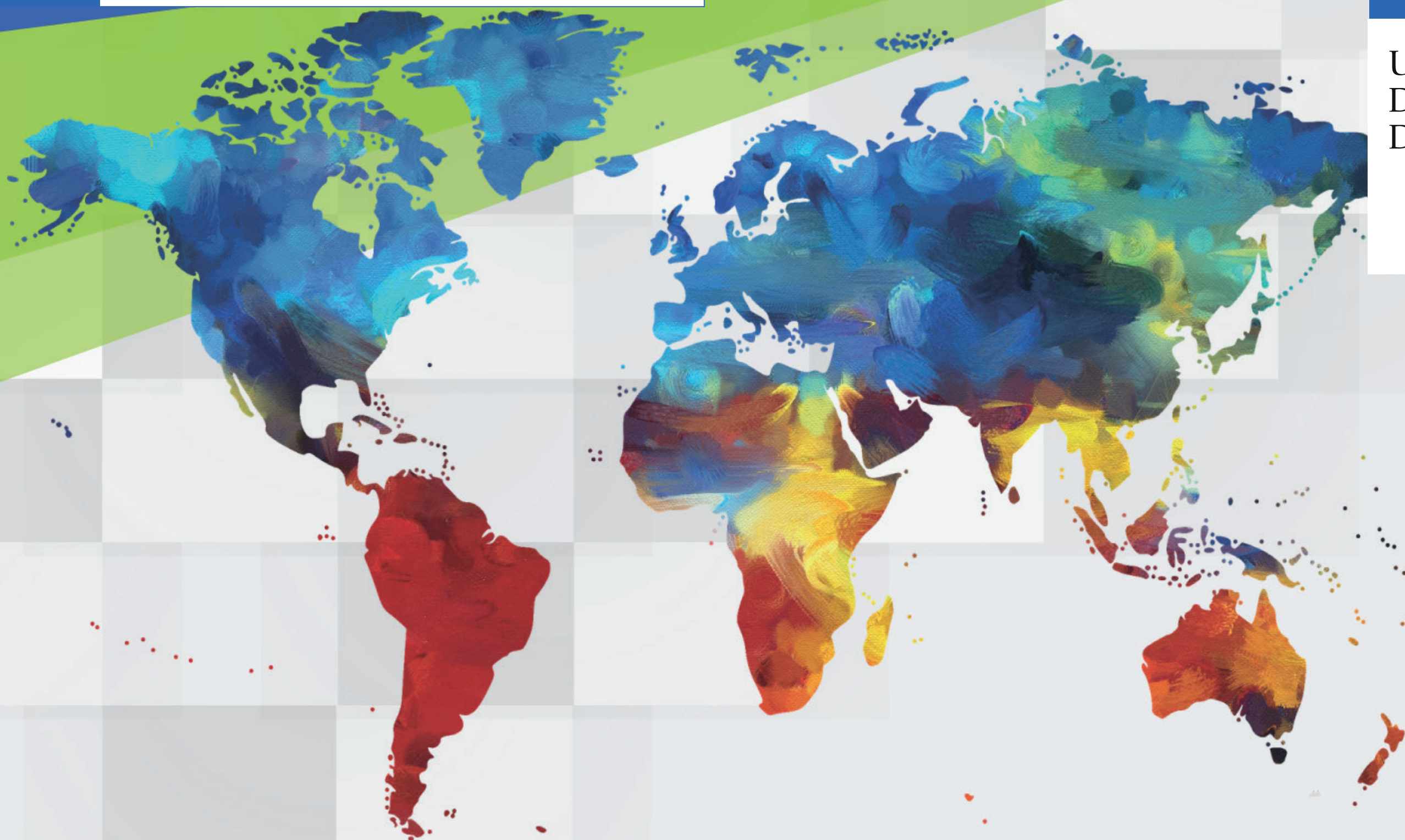


MAIR

INTERNATIONAL RELATIONS



UNIVERSITÀ
DEGLI STUDI
DI PALERMO



2024

Master of Art in International Relations

Path of Excellence in International Trade/Studies

VIII EDITION
2023-2024



Università degli Studi di Palermo
Dipartimento di Scienze Politiche e delle Relazioni Internazionali - DEMS

March 2024



4 March Curriculum Trade 9-12

• **Domestic Marketing vs International Marketing**

CLAUDIA TRAINA
The Artemis Group

5 March Curriculum Trade 9-12

• **International Communication**

CLAUDIA TRAINA
The Artemis Group

6 March Curriculum Trade 9-11

• **Trade Show Marketing**

CLAUDIA TRAINA
The Artemis Group

7 March Curriculum Trade 9-11

• **Marketing project work**

CLAUDIA TRAINA
The Artemis Group

11 March Curriculum Trade (TBD)

• **SACE**

MARINA BENEDETTI, CHIARA POLLICINA, IGNAZIO BUCALO
SACE

18 March Curriculum Trade 10-12

• **SIMEST's instruments to support the internationalization of Italian companies**

ROSALBA COSTANTINO, LUISA DOLCEMASCOLO, NICOLETTA DE LISI
SIMEST

20 March Curriculum Trade and Studies 10-12

• **International Sanctions**

FRANCESCO GIUMELLI
University of Groningen

21 March Curriculum Trade and Studies 10-12

• **Illicit trade and sanctions evasion**

FRANCESCO GIUMELLI
University of Groningen

April 2024



4 April Curriculum Trade **9-18**

- **Negotiation technique and strategies: agency and distribution agreement drafting** **9-12**
- **International business negotiation simulation: roles and framework** **15-18**

VINCENZO CUTUGNO
Studio internazionale Carone&Partners

5 April Curriculum Trade **9-12**

- **International business negotiation simulation: key learnings**

VINCENZO CUTUGNO
Studio internazionale Carone&Partners

16 April Curriculum Trade **10-12**

- **Internet of Things, standard essential patents, and abuse of dominance**

GUIDO NOTO LA DIEGA
University of Stirling

16 April Curriculum Trade and Studies **15-17**

- **Doing Business abroad: opportunities and challenges - Establishing in the foreign market**

DAVIDE BELLINO
Business Development Manager – Diacron Group

17 April Curriculum Trade and Studies **10-12**

Doing Business Abroad: Opportunities and Challenges - Bad Internationalization

DAVIDE BELLINO
Business Development Manager – Diacron Group

18 April Curriculum Trade and Studies **10-12**

- **Doing Business Abroad: Opportunities and Challenges - Restrictive measures**

DAVIDE BELLINO
Business Development Manager – Diacron Group

22 April Curriculum Studies **9-12**

- **EU Foreign Policy Cooperation in a Changing World**

PATRICK MÜLLER
University of Vienna

23 April Curriculum Trade and Studies **15-17**

- **Debt crisis and Washington consensus**

MAURO CAMPUS
University of Florence

24 April Curriculum Trade **15-17**

Artificial Intelligence and artificially generated innovation: ChatGPT and beyond

GUIDO NOTO LA DIEGA
University of Stirling

29 April Curriculum Trade and Studies **15-17**

- **History of EMU: The construction of the euro (1957-1985)**

IVO MAES
University of Leuven

30 April Curriculum Trade and Studies **9-11**

- **Political Islam and US policy in North Africa and the Middle East**

MOHAMED ALI EL-ADRAOUI
Sorbonne University

30 April Curriculum Trade and Studies **15-17**

- **History of EMU: The construction of the euro (1985-1998)**

IVO MAES
University of Leuven

May 2024



2 May Curriculum Trade and Studies **15-17**

• **Political Islam and US policy in North Africa and the Middle East**

MOHAMED ALI EL-ADRAOUI
Sorbonne University

7 May Curriculum Trade and Studies **10-12**

• **History of the World Bank**

ELISA GRANDI
Paris School of Economics

7 May Curriculum Trade and Studies **15-17**

• **On the history of inequalities**

GIACOMO GABBUTI
Sant'Anna School of Advanced Studies

10 May Curriculum Studies **11-13**

• **Populist Governments and Global Governance: A Contradiction in Terms?**

SANDRA DESTRA
University of Freiburg

13 May Curriculum Trade and Studies **10-12 | 15-17**

• **9/11-2016: Atlantica amid terrorism and the crisis of globalization**

• **The "return of the barricades": Atlantica and international disorder**

ALESSANDRA BITUMI
University of Teramo

14 May Curriculum Trade and Studies **14-30 | 16-30 online**

• **A Multiplex World Order: The Concept and Its Characteristics**

AMITAV ACHARYA
American University, Washington

15 May Curriculum Trade and Studies **15-17**

• **International peace-building in Libya**

LUCA RAINERI
Scuola Superiore Sant'Anna, Pisa

16 May Curriculum Trade **15-17**

• **A comparison between company forms in the European Union**

CORRADO MALBERTI
University of Trento

28 May Curriculum Studies **14:30-16:30**

• **The politics of transition in Tunisia**

DANIELA MELFA
University of Messina

June 2024



3 June Curriculum Trade **9-11 | 15-17**

• **Trademarks: functions and types of trademark**

ALESSANDRA ZANARDO
Ca' Foscari University, Venezia

4 June Curriculum Trade and Studies **15-17**

• **The politics of borderlands in Somalia**

MARKUS HOEHNE
Universität Leipzig

5 June Curriculum Trade and Studies **11-13**

• **The trade linkage debate and future of WTO**

ROSTAM NEUWIRTH
University of Macau

6 June Curriculum Trade and Studies **9-11**

• **The trade linkage debate and future of WTO**

ROSTAM NEUWIRTH
University of Macau

7 June Curriculum Trade and Studies **9-11**

• **The EU artificial intelligence act**

ROSTAM NEUWIRTH
University of Macau



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