TUESDAY 12 May
• International business: recent economic and ethical challenges “III part” (afternoon)
  MASSIMO CERMELLI - Deusto University

THURSDAY 14 May
• International business: recent economic and ethical challenges “IV part” (afternoon)
  MASSIMO CERMELLI - Deusto University

FRIDAY 15 May
• Retail buying alliances, economic, commercial and legal issues (morning)
  RAFFAELE TORINO - Roma TRE University

MONDAY 18 May
• Pachidermi e pappagalli. Tutte le bufale sull’economia a cui continuiamo a credere (afternoon)
  CARLO COTTARELLI - Università Cattolica di Milano, Osservatorio sui conti pubblici

FRIDAY 22 May
• Smart export for smart companies: the Italian Trade Agency services (morning)
  MARIA INES ARONADIO - Italian Trade Agency (ITA)

10-11 June
• Stati Generali della Logistica - Catania

Dean of the M.A. in International Relations
Prof. Salvatore Casabona

Scientific Committee
Prof. Pier Francesco Asso
Prof. Salvatore Casabona
Prof. Chiara Garili
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Reg. Luigi Giunta
Griffa: Alessandro Paranunzio
email: dems@unipa.it

For supporting and fostering professional networking we are proudly partnering with:
MONDAY 2 March
• Domestic marketing vs International marketing (morning)
  CLAUDIA TRAINA - Marketing manager

TUESDAY 3 March
• Product Policy; Price Policy; Distribution; Negotiation Skills (morning)
  CLAUDIA TRAINA - Marketing manager

WEDNESDAY 4 March
• International communication; Branding; Trade Show business (morning)
  CLAUDIA TRAINA - Marketing manager
  Speech Ashley Hames - blogger Huffington post

THURSDAY 5 March
• Marketing 4.0: from traditional to digital Mktg; Self Mktg (morning)
  CLAUDIA TRAINA - Marketing manager

FRIDAY 6 March
• Project Work - Birrificio Bruno Ridaudi (morning)
  CLAUDIA TRAINA - Marketing manager
  GABRIELA ANDOR - Marketing manager

MONDAY 9 March
• International Payments: Settlement, Risk Mitigation or Financing (morning)
  DOMENICO DEL SORBO - Studio del Sorbo

WEDNESDAY 11 March
• Development issues: How to cope with aviation and non aviation factors while managing a regional airport (morning)
  NATALE CHEPPA - Gesap General Director & Accountable Manager, Palermo Airport

FRIDAY 13 March
• NDAS, agency and distribution agreements: general notes and drafting techniques (afternoon)
  ENZO CUTUGNO - Studio Carone & Partners

SATURDAY 14 March
• International business negotiation simulation: framework and roles (morning)
  ENZO CUTUGNO - Studio Carone & Partners

MONDAY 16 March
• Conducting the simulation and key learnings (morning)
  ENZO CUTUGNO - Studio Carone & Partners

THURSDAY 17 March
• European strategies to achieve a harmonised framework in company law (afternoon)
  CORRADO MALIBERTI - Trento University

WEDNESDAY 18 March
• A comparison between company forms in the European Union (morning)
  CORRADO MALIBERTI - Trento University
  Trademarks: functions and types of trademark (afternoon)
  ALESSANDRA ZANARDO - Ca’ Foscari University

THURSDAY 19 March
• Filing for a trademark (morning)
  ALESSANDRA ZANARDO - Ca’ Foscari University

FRIDAY 20 March
• DOING BUSINESS WITH MAIT (morning)

MONDAY 23 March
• Platform economy and the new division of labour (morning)
  IVANA PAIS - Cattolica University
  Back to university: from Palermo to Bruxelles (and return) (afternoon)
  PIETRO D’ARRIGO - European Commission

TUESDAY 24 March
• Internationalization and industrial association: the case of Sicily and Confindustria (morning)
  GIADA PLATANIA - Head of International Affairs Unit at Sicindustria, Project Manager Enterprise Europe Network

WEDNESDAY 25 March
• The internationalization process of Italian SMEs and the support of the institutions (afternoon)
  DAVID DOMINOTTI - Italian Association of Foreign Trade (AICE)

FRIDAY 27 March
• Incoterms® 2020: The basic responsibilities of seller and buyer in a sale contract about delivery, risks, insurance, custom and transport (morning)
  RAFFAELLA PERINO - Italian Association of Foreign Trade (AICE)

TUESDAY 31 March
• The economics of populism: globalization, crisis and welfare (morning)
  SEBASTIANO NERIOZZI - Cattolica University

FRIDAY 3 APRIL
• Opportunities and challenges in the global trade scenario: new paradigm of relations between US, EU and China (morning)
  GIOVANNI DIGUARDI - Confindustria

MONDAY 6 April
• Recent trends in international trade and investments (afternoon)
  MARCO LOSSANI - Cattolica University

MONDAY 23 April
• Global risks and international opportunities: the role of SACE group in the competitiveness of Italian companies (morning)
  IGNAZIO BUCALO - SACE

TUESDAY 30 April
• Experiencing Italian- African business partnerships (morning)
  FRANK CINQUE - E4Impact Foundation

MONDAY 4 May
• International business: recent economic and ethical challenges (afternoon)
  MASSIMO CERMELLI - Deusto University

TUESDAY 5 May
• Il meccanismo europeo di stabilità (afternoon)
  NICOLA GIAMMARIOLI - (ESM)
  Introduce e coordina: FABIO COLASANTI (già Commissione Europea)

THURSDAY 7 May
• International business: recent economic and ethical challenges “Il part” (afternoon)
  MASSIMO CERMELLI - Deusto University