

#### TUESDAY 12 May

- **International business: recent economic and ethical challenges "III part "** (afternoon)

MASSIMO CERPELLI - Deusto University

#### THURSDAY 14 May

- **International business: recent economic and ethical challenges "IV part "** (afternoon)

MASSIMO CERPELLI - 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 Garilli

Prof. Carla Monteleone

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**IV EDITION  
2019 - 2020**



**Department of Political Sciences and International Relations - DEMS**

# PROGRAMME

## 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 CHIEPPA - 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 MALBERTI - Trento University

## WEDNESDAY 18 March

- **A comparison between company forms in the European Union** (morning)

CORRADO MALBERTI - 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)

PIERA 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 DONINOTTI - 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 NEROZZI - Cattolica University

## FRIDAY 3 APRIL

- **Opportunities and challenges in the global trade scenario: new paradigm of relations between US, EU and China** (morning)

GIOVANNI DIOGUARDI - Confindustria

- **International trade trends and market access issues. Post Brexit development agenda and implications for business** (afternoon)

LAURA TRAVAGLINI - 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