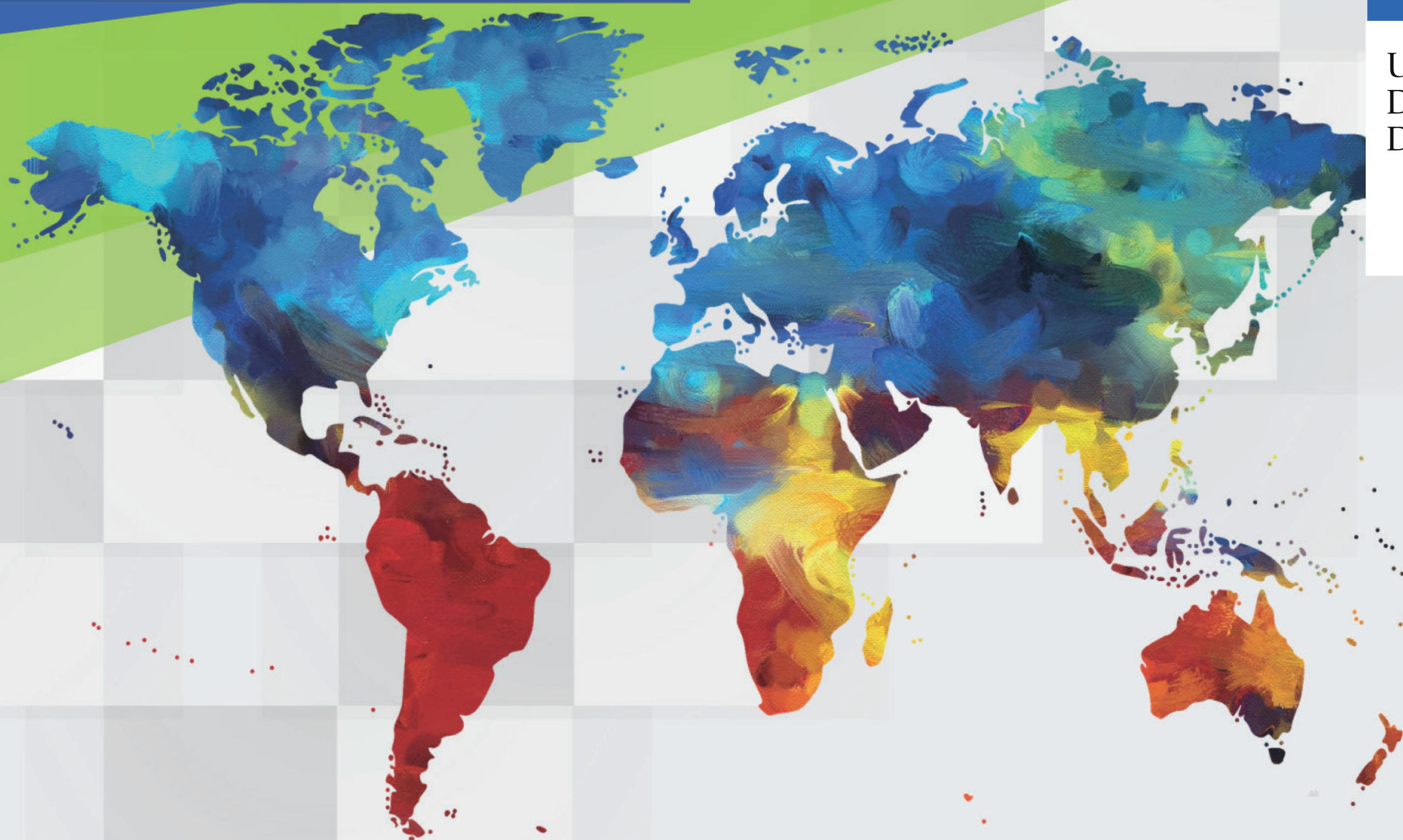




**MAIT**  
INTERNATIONAL TRADE



UNIVERSITÀ  
DEGLI STUDI  
DI PALERMO



# Master of Art in International Relations

## Path of Excellence in International Trade

**VI EDITION**  
**2021-2022**



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



# February March



## 28 February

- **Domestic Marketing vs International Marketing** (morning)

CLAUDIA TRAINA, Artemis Group

**Intro:** Molino Bonura

## 1 March

- **International Communication - Branding - Public Relations** (morning)

CLAUDIA TRAINA, Artemis Group

## 2 March

- **Trade Show Marketing - negotiation skills** (morning)

CLAUDIA TRAINA, Artemis Group

**Guest:** IRENE MILAZZO - Feudo Principi di Butera

## 3 March

- **Digital Marketing - project work Bonura** (morning)

CLAUDIA TRAINA, Artemis Group

**Project work:** Molino Bonura

## 10 March

- **NDAS, Agency and Distribution Agreements: General Notes and Drafting Techniques** (morning)

- **International Business Negotiation Simulation: Framework and Roles** (afternoon)

VINCENZO DIEGO CUTUGNO

Studio internazionale Carone&Partners

## 11 March

- **Conducting the Simulation and Key Learnings** (morning)

VINCENZO DIEGO CUTUGNO

Studio internazionale Carone&Partne

## 18 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



# April



## 6 April

- **International trade trends and market access issues** (morning)

LAURA TRAVAGLINI  
Confindustria

## 15 April

- **The new EU open strategic autonomy in the current global trade governance** (morning)

GIOVANNI DIOGUARDI  
Confindustria

## 19 April

- **Doing Business abroad: opportunities and challenges - Establishing in the foreign markets** (morning)

DAVIDE BELLINO  
Business Development Manager – Diacron Group

## 20 April

- **Doing Business abroad: opportunities and challenges - Bad Internationalization** (morning)

DAVIDE BELLINO  
Business Development Manager – Diacron Grou

## 21 April

- **Doing Business abroad: opportunities and challenges - Restrictive measures** (morning)

DAVIDE BELLINO  
Business Development Manager – Diacron Group

- **The Internationalization Process of Italian SMEs and the Support of the Institutions** (afternoon)

DAVID DONINOTTI  
AICE

## 22 April

- **Incoterms** (morning)

RAFFAELLA PERINO  
AICE



# May



## 13 May

- **Law by design: technological innovations adapt to legal constraints** (morning)

ISABELLA FERRARI  
University of Modena

## 23 May

- **Trademarks: functions and types of trademark** (afternoon)

A. ZANARDO  
University Cà Foscari, Venice

## 24 May

- **Filing for a trademark** (morning)

A. ZANARDO  
University di Cà Foscari, Venice

- **European strategies to achieve a harmonised framework in company law** (afternoon)

C. MALBERTI  
University of Trento

## 25 May

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

C. MALBERTI  
University of Trento



# June



## 1 June

- ***International Commercial Arbitration as a Fundamental Tool of International Trade: An Introduction*** (morning)

GIACOMO ROJAS ELGUETA  
University Roma 3

- ***Founding Principles and Core Elements of International Commercial Arbitration*** (afternoon)

GIACOMO ROJAS ELGUETA  
University Roma 3

## 3 June

- ***Intellectual Property and the Internet of Things*** (afternoon)

G. NOTO LA DIEGA  
University of Stirling



## Dean of the M.A. in International Relations

Prof. **Salvatore Casabona** - Unipa

## Scientific Committee

Prof. **Pier Francesco Asso** - Unipa

Prof. **Chiara Garilli** - Unipa

Prof. **Salvatore Casabona** - Unipa

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