

### MONDAY 6 May

#### • *Internationalization of Small and Medium Firms (I)* (afternoon)

MASSIMO CERMELLI - Università di Deusto - Bilbao

### TUESDAY 7 May

#### • *I Sette Peccati Capitali dell'economia Italiana* (morning)

CARLO COTTARELLI - Osservatorio CPI, Università Cattolica Milano

#### • *Industrial Policy and the Labor Market: a Comparative Approach* (afternoon)

SEBASTIANO NEROZZI - Università Cattolica Milano

### WEDNESDAY 8 May

#### • *Internationalization of Small and Medium Firms (II)* (afternoon)

MASSIMO CERMELLI - Università Deusto, Bilbao

Head of the Department  
Prof. **Alessandro Bellavista**

Scientific Committee

Prof. **Pier Francesco Asso**

Prof. **Salvatore Casabona**

Prof. **Chiara Garilli**

Prof. **Carla Monteleone**

Prof. **Manoela Patti**

Prof. **Francesco Parisi**

Dott. **Claudia Traina**

Dean of M.A. International Relations  
Prof. **Salvatore Casabona**

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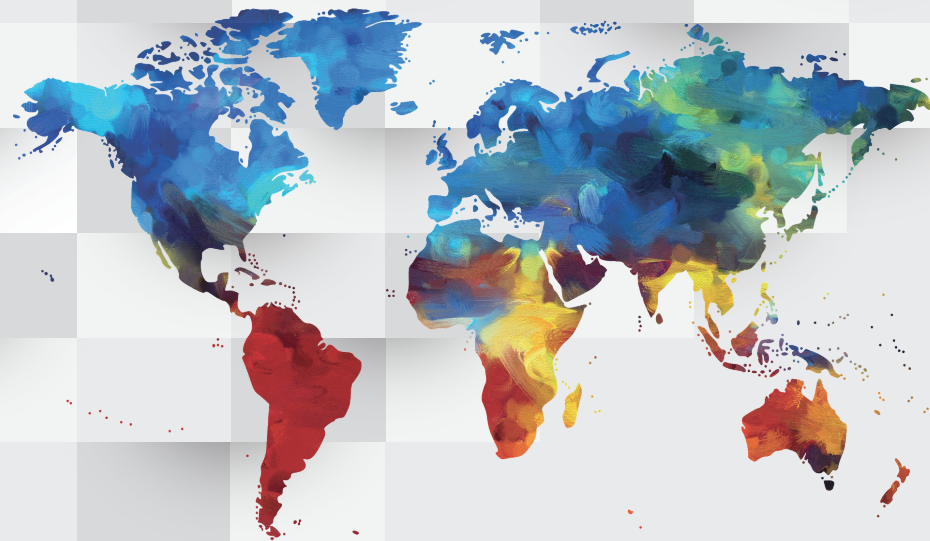
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# Master of Arts in International Relations

## Path of Excellence in International Trade-III ED.

# 2019



UNIVERSITÀ  
DEGLI STUDI  
DI PALERMO

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## International Communication and Marketing

### MONDAY 25 February

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

CLAUDIA TRAINA - Marketing manager

### TUESDAY 26 February

- **Marketing Plan; Product Policy; Price Policy; Branding - Ways of Entry; Negotiation Skills** (morning)

CLAUDIA TRAINA - Marketing manager

### WEDNESDAY 27 February

- **Communication and Trade Show Business** (morning)

CLAUDIA TRAINA - Marketing manager

**Project Work: Meeting with Mrs Valentina Tumminello** - Biscotti Tumminello

### THURSDAY 28 February

- **Public Relations and Negotiation Skills** (morning)

CLAUDIA TRAINA - Marketing manager

**Speech:** IRENE MILAZZO, Hospitality Manager – Feudi Principi di Butera

### FRIDAY 1 March

- **International Communication** (morning)

CLAUDIA TRAINA - Marketing manager; GIAMPIERO CALACIURA – Customs broker

- **Speech:** ASHLEY HAMES - blogger Huffington post (morning)

### SATURDAY 2 March

- **Enterprise Visit - Biscotti Tumminello (Castelbuono), Project Work Results Dissemination** (morning)

## Export and Logistics Management

### MONDAY 4 March

- **Enterprise Visit - NewCoop Logistic (Capaci)** (morning)

- **The Logistic Routes** (morning)

ANTONIO PANDOLFO - EST Director

### TUESDAY 5 March

- **Logistics and Transportation: Focus on Shipping Agency & Port System** (afternoon)

FRANCESCO DIANA - General Manager - The Artemis Group

### WEDNESDAY 6 March

- **How to Cope with Aviation and non Aviation Factors while Managing a Regional Airport** (afternoon)

NATALE CHIEPPA, Gesap General Director & Accountable Manager, Palermo Airport

### FRIDAY 8 March

- **Negotiating and Drafting International Contracts** (morning)

ENZO CUTUGNO, Studio Carone & Partners

- **International Business Negotiation Simulation** (afternoon)

ENZO CUTUGNO, Studio Carone & Partners

### MONDAY 11 March

- **Customs Broker and the New UCC** (morning)

GIAMPIERO CALACIURA – Customs broker, Vice President - Territorial Council of Freight Forwarders, Sicily

- **Customs at Service of Citizens and the Companies** (morning)

GIUSEPPE DE SIMONE, Italian Customs Agency

- **From Lions to Smart Cities** (afternoon)

MASSIMO ZAURRINI, Editor of Africa e Affari

## International Trade Scenarios

### TUESDAY 12 March

- **Understanding Business Opportunities in Vietnam** (morning)

TU THUY ANH - Foreign Trade University - Hanoi

LUONG THI NGOC OANH - Foreign Trade University - Hanoi

### WEDNESDAY 13 March

- **Incoterms** (afternoon)

RAFFAELLA PERINO - Italian Association of Foreign Trade (AICE)

### THURSDAY 14 March

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

DAVID DONINOTTI - Secretary General - Italian Association of Foreign Trade (AICE)

- **International Trade Agreements between Liberalism and Protectionism** (afternoon)

DAVID DONINOTTI - Secretary General- Italian Association of Foreign Trade (AICE)

### FRIDAY 15 March

- **Retail Buying Alliances, Economic, Commercial and Legal Issues** (morning)

RAFFAELE TORINO - University RomaTre - Rome

## Internationalization of Enterprises

### MONDAY 18 March

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

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

- **Internationalization and Industrial Association: the case of Sicily and Confindustria** (afternoon)

GIADA PLATANIA - Head of International Affairs Unit at Sicindustria, Project Manager Enterprise Europe Network

### TUESDAY 19 March

- **Internationalization in Sicily: some case studies** (afternoon)

LUCA SILVESTRINI - Head of Sicindustria Giovani Industriali, Exalto Commercial Manager

### MONDAY 25 March

- **Wechat: China Operating System** (morning)

ANDREA AGAZZANI - CEO Needitaly Group

- **Pet Food made in Sicily and the International Markets** (afternoon)

VINCENZO ADRAGNA - CEO Adragna Pet Food

### TUESDAY 26 March

- **Salerno Packaging: Thirty Years of Mediterranean Trading** (morning)

GIORGIO SALERNO - Export Manager Salerno Packaging Srl

### WEDNESDAY 27 March

- **Get Ready for China Trade Fairs: Marketing Tools** (morning)

FABRIZIO LA BARBERA, China Market Expert

### WEDNESDAY 3 April

- **Neoliberalism Political Economy and Africa: the Case of Dar Es Salaam** (afternoon)

MATTEO RIZZO - Senior Lecturer in Development Studies - Department of Development Studies, SOAS - London

### FRIDAY 12 April

- **Speech of Michele Geraci** - Professor of Finance at NYU Shanghai, Undersecretary of State, Ministry of Economic

Development, at Governo della Repubblica Italiana