

# E-COMMERCE FOR SICILIAN WINE-PRODUCERS

## Economic Growth by Disintermediation

Polo Universitario di Trapani – Lecture Hall – 6th March 2017

### 9:30 – Introduction and Welcome

Prof. Ignazio Giacona – President of the “Polo Universitario di Trapani”;  
Prof. Stefania Chironi – Vice-President of the Course in “Viticulture and Oenology”;  
Prof. Mario Serio – President of the “Consorzio Universitario della Provincia di Trapani”.

### 10:00 – First Session

Prof. Renato Mangano – Palermo University – President of the “Course in Business Legal Consultant”  
The University’s third mission: how the University might support economic growth

Prof. Bartholomew MacCarthy - Nottingham University – Business School  
The role of e-commerce and other IT applications for economic growth

### 11:00 – Refreshments

### 11:30 – Second Session

Prof. Teresa Rodríguez de las Heras Ballell – Madrid University Carlos III – Law faculty  
Legal aspects of e-commerce: 'B2B' and 'B2C' contracts and electronic platforms - drafting, concluding, enforcing

Prof. Monika Jagielska and Prof. Mariusz Jagielski– Katowice University – Law faculty  
Legal aspects of e-commerce: protecting consumers and data

Mr. Arduino Leone – Founder of 'd-Service AB' – Skärhamn (SE) and 'd-Service srl' – Trapani  
A practical demonstration

### 13:00 Lunch

### 14:30 Intermezzo

A member of the Colbertaldo family will present a grant, entitled “Premio Claudio Colbertaldo”, to be awarded to the best 2016/2017 student in the Trapani Course in Business Legal Consultant.

### 15:00 – Third Session

Dr. Lilly Fazio – Wine-producer (Fazio Wines s.r.l.) – Fulgatore/Trapani  
E-commerce: expectations and concerns of a wine-producer

Dr. Antonella Lusseri – Journalist and communication consultant – Trapani  
E-commerce to communicate and sell. Wine in a showcase?

Dr. Agnieszka Jabłonowska – Lodz University – Law faculty  
Disintermediation or omnipresent intermediation? Some remarks on the development of online platforms

### 16:30 – Concluding remarks

Students attending the conference achieve No 2 CFU.