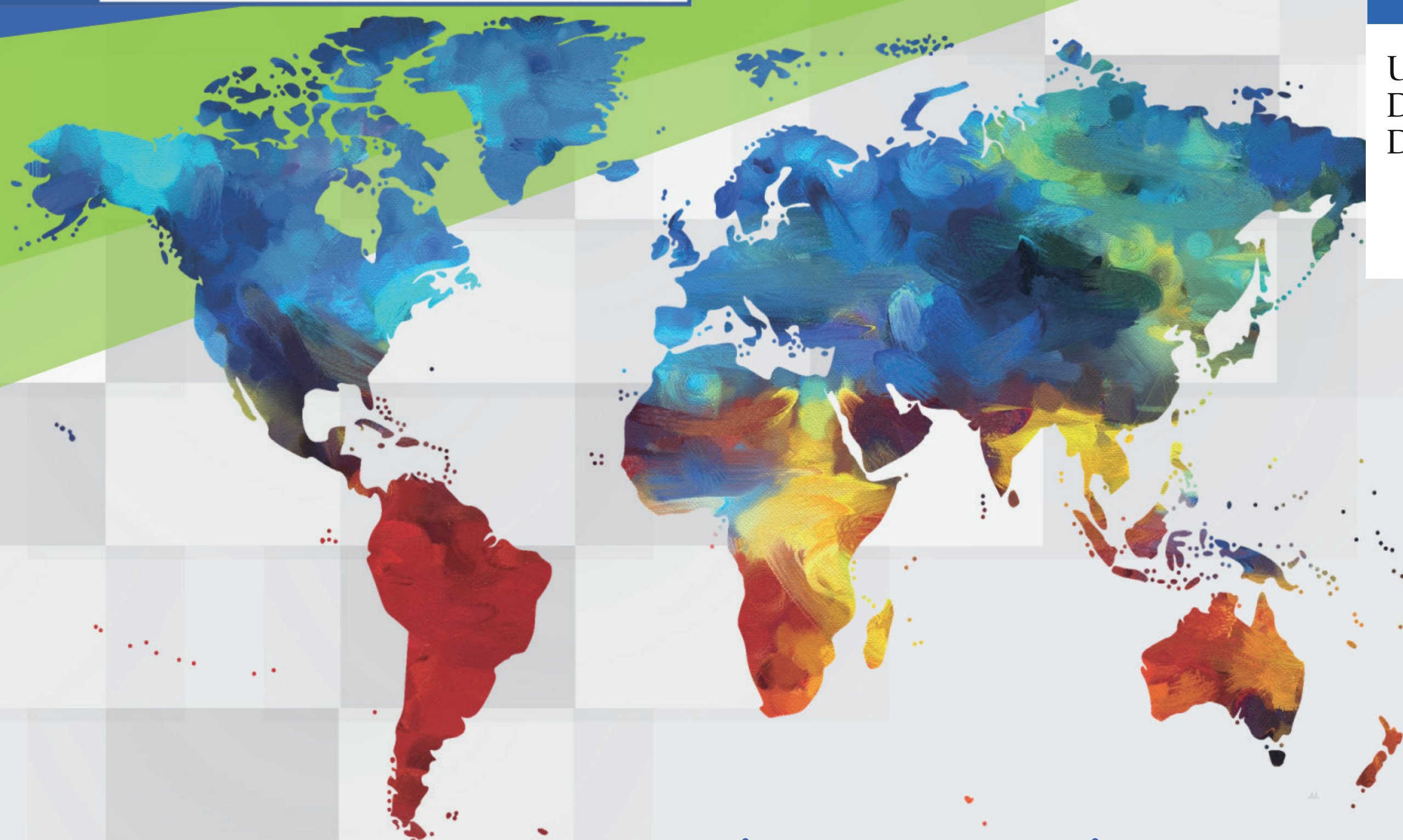




MAIT
INTERNATIONAL TRADE



UNIVERSITÀ
DEGLI STUDI
DI PALERMO



Master of Arts in International Relations

Path of Excellence in International Trade

V EDITION
2020-2021



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

March



1 March

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

CLAUDIA TRAINA, Artemis Group

2 March

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

CLAUDIA TRAINA, Artemis Group

3 March

- **International Events Management** (morning)

CLAUDIA TRAINA, Artemis Group

Guest IRENE MILAZZO

4 March

- **Marketing 4.0** (morning)

CLAUDIA TRAINA, Artemis Group

Guest PIETRO RAFFA, MR Associati

8 March

- **Digital Export** (morning)

- E-commerce Outlook and Trend Analysis
- Design and Development of a Business Strategy for Cross Border E-commerce

TIZIANA LIPARI

International Trade Expert, Public Policies and EU Funds

ISIDORO LIOTTA, International Trade Expert

STEFANIA CORALLO, International Trade Expert

9 March

- **Digital Export** (morning)

- Pact for exports: Italian Government Policy to Support Italian Exports and Cross Border E-commerce

- Top Market Places for Cross Border E-commerce: Threats and Opportunities for Italian SMEs

TIZIANA LIPARI

International Trade Expert, Public Policies and EU Funds

ISIDORO LIOTTA, International Trade Expert

STEFANIA CORALLO, International Trade Expert

10 March

- **Digital Export** (morning)

Agreements Signed by Italian Trade Commission with some Top Market Places Such as Amazon and Alibaba

TIZIANA LIPARI

International Trade Expert, Public Policies and EU Funds

ISIDORO LIOTTA, International Trade Expert

STEFANIA CORALLO, International Trade Expert

11 March

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

VINCENZO DIEGO CUTUGNO

Studio internazionale Carone&Partners

12 March

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

VINCENZO DIEGO CUTUGNO

Studio internazionale Carone&Partners

15 March

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

VINCENZO DIEGO CUTUGNO

Studio internazionale Carone&Partners

19 March

- **International Payments: Settlement, Risk Mitigation or Financing** (morning)

DOMENICO DEL SORBO

Trade & Export Finance Specialist

22 March

- **International Commercial Arbitration as a Fundamental Tool of International Trade: an Introduction** (afternoon)

GIACOMO ROJAS ELGUETA

University ROMA 3

26 March

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

GIACOMO ROJAS ELGUETA

University ROMA 3

31 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



2 April

- **Opportunities and Challenges in the Global Trade Scenario: New Paradigm of Relation 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

19 April

- **International Business in the Post-Covid World. Economic Strategies and Aocial Responsibility I** (afternoon)

MASSIMO CERMELLI
Deusto University Bilbao

21 April

- **International Business in the Post-Covid World. Economic Strategies and Social Responsibility III** (afternoon)

MASSIMO CERMELLI
Deusto University Bilbao

28 April

- **An Overview on Europlanning and EU Funding Programmes** (morning)

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

14 April

- **Export Performances of Sicilian Trade** (morning)

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

20 April

- **International Business in the Post-Covid World. Economic Strategies and Social Responsibility II** (afternoon)

MASSIMO CERMELLI
Deusto University Bilbao

22 April

- **International Business in the Post-Covid World. Economic Strategies and Social Responsibility IV** (afternoon)

MASSIMO CERMELLI
Deusto University Bilbao

May



3 May

• **Digital platforms. Changes in the Job Market and Social Cooperation I - II**

(morning) (afternoon)

I. PAIS
Cattolica University

10 May

• **Global Value Chains before and after Covid 19. Part II** (morning)

G. RICCHIUTI
University of Firenze

13 May

• **Economic Growth and the Rise of Populism. What Changed in Post-Covid Europe** (morning)

S. NEROZZI
Cattolica University

18 May

• **A Comparison Between Company Forms in the European Union** (morning)

C. MALBERTI
University of Trento

21 May

• **Intellectual Property and the Internet of Things** (morning)

G. NOTO LA DIEGA
University of Stirling

5 May

• **Trade Wars and Inequalities** (afternoon)

MICHELE ALACEVICH
University of Bologna

11 May

• **Going International in Sicily's Wine Industry, before and after the Pandemia: the Case of Elios** (morning)

NICOLA ADAMO
ELIOS

14 May

• **Colloquio sul MES** (morning)

NICOLA GIAMMARIOLI, MES
F. COLASANTI, Associazione Villa Vigoni
P.F. ASSO, Unipa
IN COLLABORAZIONE CON L'ASSOCIAZIONE VILLA VIGONI

19 May

• **Back to University. The European Solidarity Corps** (afternoon)

P. D'ARRIGO
Program Assistant, European Commission

24 May

• **Trademarks: Functions and Types of Trademarks** (morning)

A. ZANARDO
Ca' Foscari University

7 May

• **Global Value Chains before and after Covid 19. Part I** (morning)

G. RICCHIUTI
University of Firenze

12 May

• **Unfair Commercial Practices in the Food Sector** (afternoon)

RAFFAELE TORINO
University of Roma 3

17 May

• **European Strategies to Achieve a Harmonised Framework in Company Law** (morning)

C. MALBERTI
University of Trento

20 May

• **The European Recovery Fund and the History of Europe** **TO BE CONFIRMED** (afternoon)

ANDRÉ SAPIR
Université libre de Bruxelles and Bruegel Institute

25 May

• **Filing for a Trademark** (morning)

A. ZANARDO
Ca' Foscari University

June



3 June

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

DAVID DONINOTTI

AICE

5 June

• ***INCOTERMS® 2020, The Basic Responsibilities of Seller and Buyer in a Sale Contract about Delivery, Risks, Insurance, Custom and Transport*** (afternoon)

RAFFAELLA PERINO

AICE





M.A. IT
INTERNATIONAL TRADE

Dean of the M.A. in International Relations

Prof. **Salvatore Casabona** - Unipa

Scientific Committee

Prof. **Pier Francesco Asso** - Unipa

Prof. **Salvatore Casabona** - Unipa

Prof. **Chiara Garilli** - Unipa

Prof. **Antonio Lavieri** - Unipa

Prof. **Salvatore Mancuso** - Unipa

Prof. **Carla Monteleone** - Unipa

Prof. **Manoela Patti** - Unipa

Prof. **Rosa Rossi** - Unipa

Administrative Staff

Dott.ssa **Chiara Venturella**

email: chiara.venturella@unipa.it

<https://www.unipa.it/dipartimenti/dems/cds/internationalrelationsrelazioniinternazionali2139/>

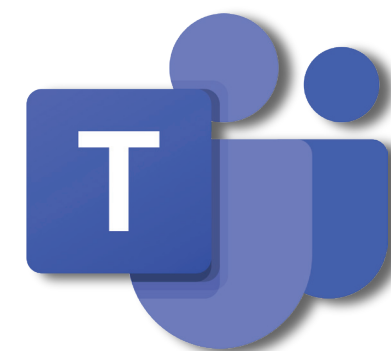
Dipartimento di Scienze Politiche e delle Relazioni Internazionali - DEMS

Via Ugo A. Amico 2/4 90134 - PALERMO (PA)

email: dems@unipa.it - Tel: +3909123867509

Grafica: **Alessandro Paranunzio**

WebMaster: **Salvatore Lorito**



The lectures will be held online. Teams' link :
<https://tiny.unipa.it/PathofExcellenceTrade21>