



**Seminar Programme DOING BUSINESS in ITALY (2 credits - ECTS )  
19<sup>th</sup> – 25<sup>th</sup> April 2008**

**Coordinator: Prof. Giuseppe Perrone, MBA Programme Leader at Link Campus**

<b>Monday 21<sup>st</sup> April - I PART</b>		
08.45-9.00	<u>Introduction</u>	Prof.G.Perrone and Prof.J.Mifsud
09.00-11.00	<u>Macroeconomic scenario: the Italian economy</u>	Prof. L. Coccioli
11.15-12.45	<u>Microenvironment:</u> <ul style="list-style-type: none"> <li>▪ Introduction of dynamics of doing business in Italy</li> <li>▪ Company Law: choice of business in Italy (factors)</li> </ul>	Lawyers: D. Apice and M. Lisanti <i>Camozzi Bonisconi Varrenti &amp; Associati Studio Legale e Tributario</i>
14.15-15.15	Banking and credit system: raising capital	Lawyer: F.Colonna <i>Camozzi Bonisconi Varrenti &amp; Associati Studio Legale e Tributario</i>
15.30-16.30	Tax and regulatory system	Prof. Valente, <i>BusinessEurope Fiscal Affairs WG</i>
<b>Tuesday 22<sup>nd</sup> April - II PART - Leading Sectors in Italy</b>		
Morning 09.00-13.00	<u>Leading Sector: Art and Cinema</u> <ul style="list-style-type: none"> <li>▪ Business model</li> <li>▪ Cultural aspect</li> <li>▪ "Production ideas"</li> <li>▪ Position of the Italian Cinema industry on the global "map"</li> </ul>	<i>Dr. A .Priante</i>
Afternoon 14.15- 16.15	<u>Multinationals in Italy: case study – British American Tobacco</u> <ul style="list-style-type: none"> <li>• British American Tobacco history and multinational perspective</li> <li>• Marketing without advertising</li> <li>• Value chain in the tobacco business</li> </ul>	Dr. Mattia D'Alessandro, Dr. Livia Berardinelli Dr. Alessio Battaglia <i>British American Tobacco</i>
<b>Wednesday 23<sup>rd</sup> April</b>		
All day	<u>Leading Sector: Wine</u>  FEUDI DI SAN GREGORIO	Prof. S. Milioni , marketing director The seminar will be held at "Feudi di San Gregorio" enterprise
<b>Thursday 24<sup>th</sup> April</b>		
Morning 09.00-13.00	<u>Leading Sector: High tech sector.</u> <ul style="list-style-type: none"> <li>▪ Role of Hi-tech Sector</li> <li>▪ Innovations and marketing approach: how innovations are marketed?</li> <li>▪ Business models</li> </ul>	Dr. S. Trueman, <i>Managing director Sapienza e Innovazione</i>  Prof. A. Carcaterra, <i>Università degli Studi La Sapienza</i>
15.00- 16.30	visit to the INSEAN, "National Institute for Naval Hydrodynamics Studies and Testing", the Italian Ship Model Basin in Rome	Dr. G. Calcagno, PhD <i>INSEAN, Rome</i>