



Seminar Programme DOING BUSINESS in ITALY (2 credits - ECTS)
11th – 14th May 2009

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

Monday 11th May - I PART		
08.45-9.00	<u>Introduction</u>	Prof.G.Perrone Programme Leader MBA
	<u>Welcome</u>	
09.00-11.00	<u>Macroeconomic scenario: the Italian economy</u>	Prof. Joseph Mifsud International Adviser
		Prof. Marco Iezzi
11.15-12.45	<u>Microenvironment:</u> - Introduction of dynamics of doing business in Italy - Company Law: choice of business in Italy	Dr. F.Colonna <i>CBA Studio Legale e Tributario</i>
14.15-15.15	- Banking and credit system: raising capital	Dr. F.Colonna <i>CBA Studio Legale e Tributario</i>
15.30-16.30	- The dynamics of Doing Business in Italy - The tax system - Direct taxes - International Relations - Indirect taxes - Civil and accounting principles	Dr. Capponi <i>CBA Studio Legale e Tributario</i>
Tuesday 12th May - II PART - Leading Sectors in Italy		
Morning 09.00-13.00	<u>Leading Sector: Cultural background of the Italian Wine and Food Excellence</u>	Prof. Milioni
Afternoon	<u>Visit to Città del Gusto – Gambero Rosso</u>	
Wednesday 13th May		
Morning 09.00 – 13.00	<u>Leading Sector: Family Business</u> Understanding of "family business" in the Italian national context Importance of family business for the national economy : a benchmark with the Netherlands The Italian Family Business Scoreboard Characteristics of the Italian family business <ul style="list-style-type: none"> ▪ the principal organizational models ▪ the risks in the generational succession ▪ the cognitive approach: rational and irrational behaviour ▪ methods for family business continuity Innovative financial instruments for the continuity of family business	Prof. Iurcovich
Afternoon	<u>Visit to Vanna de Zueca Atelier</u>	



Thursday 14 th May		
Morning 09.00-13.00	<u>Leading Sector: Sustainable Energy: New Technologies, New Jobs, New Business</u> Structural Aspects of the Italian Energetic System and Sites for Changing in the Light of the European Goals	Prof. Farinelli Prof. D'Ermo Ing. Sorokin
Afternoon 15:00 – 17:30	<u>Visit to Centro di Dispacciamento Terna</u>	Centro di Dispacciamento Terna

The programme can be subject to change.