STRATEGIC ISSUES OF MADE IN ITALY

Course Director: Prof. Alessandro Sinatra.
Assistants: Dott. Stefano Croci, Dott. Fabio Papa, Dott. Luca Sottini.

Course Programme 2011

- Thursday, February 24th 2011, h.10-13
  Introduction to the course and Italian districts economics

- Friday, February 25th Feb 2011, h.14-16
  Guest: Dott. Michele Tronconi (President of “Sistema Moda Italia”)
  Main topic: the Italian fashion industry

- Friday, March 4th 2011, h.14-16
  Guest: Dott. Ferrante Catalano Gonzaga (Tolo Energia)
  Main topic: the Italian competitive advantage and the new competitors

- Thursday, March 10th 2011, h. 10-13
  Lecture
  Main topic: Districts and System Areas

- Friday, March 11th 2011, h. 10-13
  Lecture
  Main topic: “Cindia”: the big challenge

- Thursday, March 24th 2011, h 10-13
  Guest: Indian Consul S.K. Verma.
  Main topic: doing business in India

- Friday, March 25th 2011, morning
  Alessi S.p.A. company visit

- Thursday, March 31th 2011, h.10-13
  Guest: Dott. Mauro Bonfanti (External production and purchasing director at Alessi S.p.A.)
  Main topic: managing a complex logistic system in a design based company

- Friday, April 1st 2011, h 14-16
  Guest: Dott. Diego Rossetti (AD Rossetti S.p.A.)
  Main topic: The Italian footwear industry

- Thursday, April 7th 2011, h. 10-13
  Lecture
  Main topic: “Food Industry” and the uniqueness of the Italian companies
- **Friday, April 8th 2011, h. 14-16**  
  Guest: Dott. Diego De Cesaris, Illy Caffè S.p.A.  
  Main topic: developing a new business

- **Thursday, April 14th 2011, h. 10-13**  
  Project presentation

- **Friday, April 15th 2011, h. 14 -16**  
  Lecture  
  Main topic: The SMI’s challenge on internationalization

- **Thursday, May 5th 2011, h. 10-13**  
  Guest: Dott. Stefano Sala, Administrative Director Flou S.p.A.  
  Main topic: Defending the brand

- **Friday, May 6th 2011, h. 14-16**  
  Guest: LIUC’s former students: working in a “Made in Italy” company

- **Wednesday, May 11th 2011, h. 11-13**  
  Final exam