



MIBE
Master in International
Business & Entrepreneurship

The conference is organized by
A.L.C.E. - Ligurian Foreign Trade Association
and the Department of Economics
and Management of the University of Pavia

The Challenge of the Global Market



Internationalization Stories



May 16, 2016 - 11.00 am

Department of Economics and Management
University of Pavia - Reading room - Via San Felice, 7

Invitation

The conference aims to provide students who are interested in International Entrepreneurship and Business with the international experience in the field of some of the ALCE - Associazione Ligure Commercio Estero (Ligurian Foreign Trade Association) companies.

Four internationalization stories from the high quality food sector, the trading of commodities and the advanced systems of risk management, the international fish brokerage and the high-tech market will highlight the multifaceted nature of International Entrepreneurship and Business and the various international strategies and challenges in the respective fields of activity.

Programme

11.00

INSTITUTIONAL GREETINGS AND INTRODUCTION

Antonella Zucchella - *Deputy Rector*

Riccardo Braggio - *President of A.L.C.E.*

11.20

INTERNATIONALIZATION STORIES

Vittorio Doria Lamba - *Alifood*

Paolo Cuneo - *Gruppo Comarco*

Marco Toffolutti - *New Gima*

Riccardo Braggio - *Alfatech*

12.40

QUESTION TIME - *All*

For further details please contact:

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