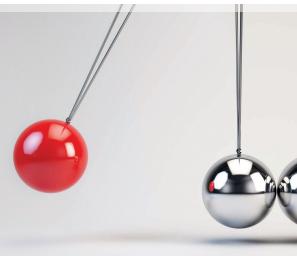






The conference is organized by A.L.C.E. - Ligurian Foreign Trade Association and the Department of Economics and Management of the University of Pavia

The Challenge of the Global Market







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 multifacetted 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

For further details please contact:

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