



MIBE

Master in International
Business & Entrepreneurship



UNIVERSITÀ
DI PAVIA

MIBE OPENING 2016



R. Watson, University of Georgia
G. Tamola, Head of Zalando Italy, Spain & Poland
A. Samaritani, Director "Agenzia per l'Italia Digitale" (AgID)
E. Cereda, General Manager IBM Italy
G. Lotito, CEO FacilityLive
A. Jacona, Wired - L'Espresso - Repubblica

October 19th, 2016 | **AULA MAGNA - University of Pavia, Main Building**
h 14:00 - 17:30 | **Corso Strada Nuova 65, Pavia**



14:00 OPENING REMARKS

- Antonella Zucchella, Deputy-Rector and Vice-Rector for Finance, University of Pavia
- Francesco Svelto, Vice-Rector for Technology Transfer and Relationships with Companies



14:15 THE INNOVATION CHALLENGE OF THE DECADE: THE DIGITIZATION OF CAPITAL

Richard Watson, Regents Professor & J.Rex Fuqua Distinguished Chair for Internet Strategy, University of Georgia (US); Research Director Advanced Practices Council of the Society for Information Management



14:45 FROM E-COMMERCE TO RETAIL: GLOBAL OPPORTUNITY AND LOCAL COMPLEXITY

Giuseppe Tamola, Head of Zalando Italy, Spain & Poland



15:15 'DIGITAL BY DEFAULT': THE NEW ITALIAN GOVERNMENT STRATEGY

Antonio Samaritani, Director of "Agenzia per l'Italia Digitale (AgID)", Presidenza Consiglio dei Ministri - Governo Italiano



15:45 ITALY: IT'S TIME FOR "ALL IN"!

Enrico Cereda, General Manager IBM ITALY

15:45 - 16:00 Break

16:00 TALK / ROUND TABLE / Q&A

17:00 CLOSING REMARKS

- Gianpiero Lotito, CEO FacilityLive
- Stefano Denicolai, Head of MIBE / University of Pavia



17:30 COCKTAIL PARTY

CHAIR: Alessio Jacona, Journalist of innovation and new media for Wired, L'Espresso, Repubblica

REGISTRATION ONLY EVENT register at: <http://mibeopening2016.eventbrite.it>