

**The strategic project “Virtual Modelling and Additive Manufacturing” (Stampa 3 D):
Preliminary findings and streams of research presented at the conference of the European
International Business Academy (EIBA)**

The panel on *“Global value chains, 3D printing and additive manufacturing: Is the industry 4.0 scenario opening new perspectives to International Business?”*, organized by Professor Antonella Zucchella, University of Pavia, at the EIBA conference in Vienna, has attracted a large and interested audience. The panel is part of the dissemination activities of the Department of Economics and Management in order to promote the research under the umbrella of the 3 D printing project.

For the first time, the renowned conference of the European International Business Academy has hosted an event to discuss challenges and changes that the Industry 4.0 scenario brings to global value chains.

Professors Zucchella (University of Pavia, Department of Economics and Management) and Petersen (Copenhagen Business School) introduced and moderated the presentations given by Roger Strange (Sussex University, “Additive manufacturing and the dynamics of global value chains: implications for IB theory”), Luciano Fratocchi (University of Aquila, “Backsourcing, backshoring: when manufacturing moves back, cases from an additive manufacturing perspective”), and Birgit Hagen and Stefano Denicolai of the Department of Economics and Management (University of Pavia, “Business Models and Value Chain Implications; Preliminary findings of a research project on the impact of additive manufacturing on global value chains”).

Jointly with international colleagues the powerful consequences of digitization and additive manufacturing such as the transformation of economies of scale into economies of scope, and the production of any object in any place, households included, have been discussed,

Scholars have dug deeper into the potential that combinations of digital and physical worlds entail for companies which are ready to embrace the new technology and into the enormous advantages that such innovative processes may bring about for R & D, design, production, marketing and customer relations.

Much importance in presentation and discussion has been given to changes in value chains at national or international level (such as back- and reshoring of production and related localization choices). Relatedly, Business Models and changes of firm level value chains and activities have been discussed as well as the impact on their governance and coordination.

For more details and a synthesis of the presentation please contact birgit. hagen@unipv.it or stefano.denicolai@unipv.it; for further information on the strategic project on Virtual Modelling and Additive Manufacturing please view <http://www-4.unipv.it/3d/>