



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Scienze Aziendali

LEARN FROM REAL CASES

This year we are proud to host a set of exceptional testimonials for our students of the **International Marketing and Management** program. This will be done in the **Family Business** (prof. Cristina Bettinelli) and **International Business and Trade** (prof. Norifumi Kawai) courses.

OUR GUEST SPEAKERS

The course offers students the unique opportunity to:

- Learn from the experiences of **established leaders** in the business world.
- Get **practical** and **applicable** advice to develop your skills.
- Acquire the skills you need to face the **challenges** of today's market.



OLIVIA MATHIJSEN

FOUNDER of OLIVIA PARTNERS,

is a renowned expert in coaching and family firms. She has helped numerous companies achieve success and achieve their goals.



12th of April



10.30 a.m.



**Sala Bertocchi
(Caniana Moroni)**



ANDREA CARNEVALE

CMO of LEGAMI, has a proven track record in the marketing and communication sector. LEGAMI is becoming a leading brand in the Italian and international market.



10th of May



10:30 a.m.



**Sala Bertocchi
(Caniana Moroni)**



NICOLA TORREGGIANI

CEO of SUBARU ITALIA, he is the first Italian president of the Japanese automotive company. He holds a role of maximum responsibility, managing 8 different European markets.



13th of May



10:30 a.m.



**Aula 10
Caniana**



MASSIMILIANO BRESCIANI

PRESIDENT of CALZIFICIO BRESCIANI, has led the company since 1990, guiding it through current and future challenges, making the brand an internationally known excellence in the sector.



24th of May



10:30 a.m.



**Aula 16
Caniana**

Info and reservations:
cristina.bettinelli@unibg.it
Priority is given to first year students attending **Family Business** and **International Business and Trade**.

Visit: <https://ls-imm.unibg.it/en>