15th McGill International Entrepreneurship Conference

- Business Workshop -

The Entrepreneur’s View: Case Histories and Key Challenges

15.00 - 16.30 September 21th, 2012 - University of Pavia, Sala Annunciata

THE WORSHOP

This business and professional workshop is an open session to discuss key ideas and insights with business leaders and policy communities. Three case histories will be introduced directly by entrepreneurs. The focus will be on a better understanding of actual issues which entrepreneurial firms have to face in their quest for international growth, renewal and policy challenges. This part of the conference is organized jointly with “Mind The Bridge” - a Foundation aimed at fostering entrepreneurial ecosystems at the global level - and CIBIE, the Research Centre on International Business of the University of Pavia.

THE PROGRAM

15.00
Welcoming Remarks
Antonella Zucchella, Director of the Department of Business and Economics, University of Pavia

Introduction to the Workshop
Alberto Onetti, Professor at Insubria University and Chairman at Mind the Bridge Foundation

15.10 – Elena Favilli, Francesca Cavallo, Timbuktu

15.30 – Enrico Melchioni, FMR Consulting

15.50 – Massimo Vanzi, IAG

16.10 – Questions and general discussion

MODERATORS
Chair: Alberto Onetti, Professor at Insubria University and Chairman at Mind the Bridge Foundation
Co-Chair: Stefano Denicolai, Professor at University of Pavia and Visiting Scholar at SPRU

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