Department of Business and Economics
University of Pavia

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INTERNATIONAL ENTREPRENEURSHIP

PROVINCIA DI PAVIA

# 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*

Department of Business & Economics, University of Pavia
Via San Felice 7, Pavia - ITALY
**E-Mail:** 2012mie.conference@eco.unipv.it
**Website:** http://economia.unipv.it/mcgill/