



UNIVERSITÀ
DI PARMA

LEIGIA

Laboratorio sull'Economia delle Imprese di
Germania, Italia e Austria



Deutsch-Italienische
Handelskammer
Camera di Commercio
Italo-Germanica



Unione Parmense degli Industriali



2nd LEIGIA International Workshop

GVCs and economic integration among Italian, German and Austrian firms

Department of Economics and Management, University of Parma, via Kennedy 6

Parma, 22nd of November 2018, room "D"

Program

9.20 Registration

9.40 -10.00 Opening of the Workshop:

Sara Rainieri, Vice Dean, University of Parma,
Jorg Buck, CEO, Deutsch-Italienische Handelskammer (AHK-Italien),
Marco Di Tommaso, Director, EmiliaLab,
Gianluca Lottici, Board Member, Associazione Culturale Il Borgo

10.00 – 10.10 A. Ninni (University of Parma): "Reasons for a new Research Centre"

10.10 – 10.40 A. Sitch (EponaCoachingInternational): "GVC between Germany, Italy and Austria"

10.40 – 11.10 W. Veit – S. Kowalski_ (Cologne University of Applied Sciences): "The potential for consumer driven sustainability in Italian, Austrian and German supply chains"

11.10 – 11.30 Coffee break

11.30 – 12.00 S. Curatolo (University of Parma): " Packaging machinery manufacturers: Italian vs. German way to compete for the world's markets

12.00 – 12.30 E. Prodi (University of Bergamo): "Competence centres for Industry 4.0: insights from Germany and Italy."

12.30 – 13.00 L. Bettarelli – L. Resmini (University of Milano-Bicocca): "What facilitates connections between regions? An empirical analysis based on Italy-Germany networks"

13.00- 14.20 Lunch

14.30 – 15.30 **D. Marin** (University of Munich): “Europe’s Export Superstars - it’s the organization” (invited speaker)

15.30 – 16.00 A. Ninni – S. Goretti (University of Parma): “Austrian enterprises in Emilia Romagna: a study of the innovation interdependence between Austrian firms and their branches”

16.00 – 16.30 M. Srba (Flow4Biz): “GVC in the Case of Italian-Austrian relations”

16.30 – 17.30 **G. Viesti** (University of Bari): “Southern Italy and Eastern Germany: a tale of two middle income regions in the Europe of xxi century” (invited speaker).

17.30-17.45 **S. Trenti** (IntesaSanPaolo): “Conclusions”

Workshop officially supported by University of Parma, AHK-Italien, Unione Parmense degli Industriali, EmiliaLab, Il Borgo

If you will join the conference, please send an e-mail to emanuela.maio@unipr.it until 15/11 to indicate your name and your workplace

A videoregistration of the workshop will be available starting from 11 am on 11/23/2018 at the link http://leigia.unipr.it/?page_id=2

Con il patrocinio di



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La rete dei dipartimenti di Economia
delle università dell'Emilia-Romagna
Ferrara, Parma, Modena, Reggio E., Piacenza, Bologna

40 **il Borgo**
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