

WORKSHOP MAKING IT HAPPEN!

28 November 2014

9.00 - 9.30 Registration

9.30 - 9.45 **Welcome session**

H.E. Alberto Bradanini, Ambassador of Italy to People's Republic of China

9.45 - 10.15 **Opening remarks**

Setting the context of Italy and China cooperation: the linkage for knowledge creation

Sergio Bertasi, Vice President, China-Italy Chamber of Commerce

The role of China-Italy Chamber of Commerce in creating and developing the setting for Italy and China cooperation

10.15 - 10.45

The role of Managerial Education at Tsinghua and the challenges for Italian Companies operating in China. Doing Business in China

- Ruyipeng DI, Assistant Dean School of Economics and Management, Tsinghua University

Economic reforms in China have led to an unprecedented change in the nature of the business environment and the opportunities available for foreign investors and privately owned companies. The idea is to present an introduction to some of the key areas that businesses should be aware of when setting up operations and doing business in China

10.45 - 11.15

Business Models, Cultural Values /HRM and Performance of Italian Companies in China

- Giuseppe Rao, Counsellor Technological and Industrial Innovation of Embassy of Italy to People's Republic of China

This speech will be focused, in particular, on the strategies and practises followed by Italian companies to manage business in China, by estimating the growing influence of cultural differences on their economic performance.

11.15 -11.30 Coffee break

11.30 -11.50

Producing New ways of Networks & Partnership for ISTUD and Italian Companies

- Marella Caramazza, Managing Director ISTUD Business School

Presenting the role of organizational and cultural training as a crucial element in order to manage cultural differences within international companies and the role of partnership between Tsinghua e ISTUD

11.50 - 12.10 Italy in China. Making it Happen! The Training Activities and Programmes of ISTUD and Tsinghua

- Jlenia Ermacora, International Relations Director ISTUD Business School

Introducing the activities of ISTUD in China and the future offer of ISTUD's Training for Chinese workforce and the Italian expatriates

12.10 - 13.00 Q&A Session

Buffet & Networking