

# EMBA INTERNATIONAL WEEK ED. XIII

September 10 - 15, 2023

## Sunday, September 10, 2023

- 3:50 pm Meeting point at Fontana del Nettuno
- 4:00 pm **City tour**
- 5:30 pm Welcome Aperitif with the International Week Director,  
**RICCARDO SILVI**

## Wednesday, September 13, 2023

- 8:30 am Transfer to Imola
- 10:00 am Company Visit at **Sacmi**
- 1:00 pm Lunch at Casa Spadoni
- 3:00 pm Trasfer to Faenza
- 3:30 pm Visit of International Museum of Ceramics and Pottery Workshop
- 6:00 pm Back to Bologna (pick-up points)

## Monday, September 11, 2023

- 9:30 am **Business Model Innovation and Strategy**  
**LUCA GATTI**, Partner and Associate Director, Boston Consulting Group
- 1:30 pm Lunch at BBS
- 2:30 pm Transfer to Forlimpopoli
- 3:30 pm Visit of **Casa Artusi**, Cooking Experience and Wine Tasting
- 7:00 pm Dinner at Casa Artusi Restaurant
- 9:00 pm Back to Bologna (pick-up points)

## Thursday, September 14, 2023

- 9:30 am **New trends in marketing and sales activities**  
**FABIO GUIDO ULDERICO ANCARANI**, Professor of Marketing, University of Bologna; Associate Dean for Executive Education and Short-Term Programs and Director of the Executive Master in Sales and Marketing, Bologna Business School
- 11:00 am Coffee break
- 11:30 am **The excellence of marketing and sales “Made in Italy”**  
**FABIO GUIDO ULDERICO ANCARANI**, Professor of Marketing, University of Bologna; Associate Dean for Executive Education and Short-Term Programs and Director of the Executive Master in Sales and Marketing, Bologna Business School
- 1:00 pm Lunch at BBS
- 2:00 pm Transfer to Reggio Emilia
- 3:00 pm Company Visit at **Max Mara**
- 6:00 pm Back to Bologna (pick-up points)

## Tuesday, September 12, 2023

- 8:45 am **Frameworks and tools for business modeling**  
**RICCARDO SILVI**, Professor of Management Accounting, University of Bologna
- 12:00 pm Transfer to Modena
- 1:00 pm Lunch at pizzeria Number 1 (Italpizza)
- 2:30 pm Company Visit at **Italpizza SpA**
- 6:30 pm Back to Bologna (pick-up points)

## Friday, September 15, 2023

- 09:00 am **Exploring business potential with WEB 3**  
**ARMIN ZADAKBAR**, President, European Web3 Organization; CEO, The Armin Bar (NYC|Milan); Lecturer, Bologna Business School
- 12:30 pm Farewell Lunch at BBS
- 1:30 pm Certificate Awarding Ceremony with  
**RICCARDO SILVI**, Professor of Management Accounting, University of Bologna;  
**FRANCO VALENTINI**, Chief Operating Officer, Bologna Business School
- 2:30 pm Speeches by Visiting Professors  
**SUBHANKAR DHAR**, San Jose State University, and  
**ANITA BOSCH**, Stellenbosch Business School
- 4:30 pm Back to Bologna (pick-up points)