

BEING COMPETITIVE ON AN INTERNATIONAL SCALE

SOLD OUT

DOCTRINA

Thursday, 29th November 2018 H. 9:00 – 17:30
ALLIANZ STADIUM TORINO

“Internationalization and global markets for a global company”

Facing the challenge by integrating knowledge and skills allows you to widen horizons and to create a team of managers and experts that can support business projects. During the Doctrina managers and university professors will debate on key issues and will provide useful suggestions for entrepreneurs and everyone that is part of the supply chain.

**8 credits for the maintenance
of the attestation Q2P**

With the Patronage of  **CITTA' DI TORINO**

Event organised by _____

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We are known all over the world for our creativity, the **“Made in Italy”**. **Design, fashion, technology, architecture, culinary arts** all combine to form a **competitive advantage** capable of creating concrete economical, commercial and entrepreneurial effects.

Italy and Italian entrepreneurs started to become international a long time ago and multinational Italian companies are a positive example of this. However, using the advantages offered by the internationalization process in full is not instantaneous, as becoming international is a complex process that requires investments, expected revenue policies and considerable reductions of cost.

Culture clashes, local legislations, people differences make global homogenization a far forward future. The **positive factors** of the **globalization** in excelling sectors make use of economies of scale. **Europe is in the heart of globalization**, manufacturing and exporting high quality products which cannot be made elsewhere. Moreover, according to the data provided by the EU Commission, each billion euro of export of goods provides the economy with 14.000 jobs, benefitting not only big companies, but also small and medium-size enterprises, which are more than 80% of European exporters.

Global Stock Exchanges, restless governments and the threat of Trump’s and the Chinese government’s new proposed custom duties are all spreading fear across markets, fear that the globalization/internationalisation process, as it has been intended till now, will end and a much less open market will emerge.

A new breath of hostility towards globalization policies swept Europe from London, led by the UK “Leave” vote, threatening the advantages of the globalization.

Nevertheless, open markets have historically brought numerous benefits for everyone. It is thanks to globalization and to the creation of a global market that today we can purchase goods and services at modest prices, choosing among endless competing options.

The globalization process has always sped up technological progress and innovation. Economic growth takes advantage from the circulation of knowledge, ideas and capitals.

HOW TO REGISTER

Attendance is free of charge. Online registration is required.

For non-members of the Association, you can apply

for Adaci membership during the registration process to the **Doctrina**.

For further information: **Ms. Laura De Faveri informazione@adaci.it**



Agenda:

- 9:00 Welcoming and registration**
Welcome coffee
- 9:30 Greetings and Opening Sessions**
Laura Echino - President of ADACI Piemonte and Valle d'Aosta
Federica Dallanocce - General Secretary Adaci
Riccardo Rosi - Vice Director Confindustria Torino and CEO Unimpiego
- 10:00 Hot points in the procurement International agenda**
Paolo Marnoni - National Vice President ADACI and Representative in IFPSM
Back from the IFPSM World Summit 2018 in Helsinki, Finland
- 10:20 Digitalisation of supply chains : Europe and Japan compared. Which one is going to be more competitive?**
Giovanni Atti - Past President ADACI
Back from Japan Procurement Summit
- 10:40 Brexit, an Irish perspective: countdown to March 2019**
Paul Maguire IFPSM Liason officer - Enterprise Ireland
- 11:10** Coffee break
- 11:30 Reasons for doing business in Hungary**
Melinda Szilágyi - Economic Counselor of Hungary
Nicola Caloni - President and CEO - Caloni Trasporti
- 12:30 Guided Tour of Allianz Stadium
Business Lunch**
- 14:15 Global value creation in the management of the risk**
Fernando del Campo - Business Development Director - Achilles & **Ramón Pérez** - Global Head of audits - Achilles
- 14:45 Communicate and interpret the languages and cultures**
Riccardo Olivi - National President AITI
Marina Minella - National Counselor AITI and contact person for Formation and Updating Commission
- 15:15 Doing Business with Slovak Republic**
Rudolf Durdik - Commercial Economic Counselor Embassy of the Slovak Republic
Francesco Bottoli - CEO HLG STAV Bottoli s.r.o
- 15:45** Coffee break
- 16:00 Private international law main issue in comercial relationships with risk countries**
Paolo Lombardi - Studio Elexi Low Firm
- 16:45 Supply chain international projects: best practices**
Sergio Donalisio - Senior Procurement Director (CPO) - F.I.S. Fabbrica Italiana Sintetici S.p.a.
Bernardo Mussetto - Member e Former Vice President Seri Jakala S.p.a.
Christian Sperandio - CPO Webasto S.p.a.
Maurizio Fornaiolo - Procurement & Supply Chain - Leonardo Aircraft Division Chain
Lorella Danese - Purchasing Director
- 17:15** Q&A
- 17:30 Conclusions**
Fabrizio Santini - National President Adaci