

# BBS

BOLOGNA BUSINESS SCHOOL



Executive Master in Technology  
and Innovation Management

# IN NOVA TION TALKS

BOLOGNA BUSINESS SCHOOL  
VIA DEGLI SCALINI, 18  
BOLOGNA, **MOTOR VALLEY** (ITALY)



PHILIP MORRIS ITALIA S.R.L.

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THURSDAY, DECEMBER 10 - 6.00 PM

Keynote Speaker

**Alberto Broggi**

General Manager, VisLab  
Professor of Computer Engineering,  
University of Parma

Discussant

**Maurizio Sobrero**

Professor of Innovation Management,  
University of Bologna

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