

# 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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MONDAY, DECEMBER 14 - 6.00 PM

Keynote Speaker

**Stephan Winkelmann**

President and CEO,  
Automobili Lamborghini

Discussant

**Francesco Ubertini**

Rector, University of Bologna  
President, Bologna Business School

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