

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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WEDNESDAY, DECEMBER 16 - 5.30 PM

Keynote Speaker

Maurizio Arrivabene

Managing Director,
Ferrari Gestione Sportiva
Team Principal, Scuderia Ferrari

Discussant

Max Bergami

Dean, Bologna Business School

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