

BBS
BOLOGNA BUSINESS SCHOOL



Executive Master in Technology
and Innovation Management

INNOVATION TALKS

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

To confirm your participation please register at
www.bbs.unibo.it/innovationtalks



PHILIP MORRIS ITALIA S.R.L.

studiosis.comunicazione

WEDNESDAY, NOVEMBER 25 - 6.00 PM

Keynote Speaker

Andrea Pontremoli

CEO, Dallara Automobili
Director, Executive Master in Technology
and Innovation Management, BBS

Discussant

Eugenio Sidoli

CEO, Philip Morris Italia
Member of the Collegio d'Indirizzo,
Bologna Business School

FRIDAY, DECEMBER 4 - 6.00 PM

Keynote Speaker

Claudio Domenicali

CEO, Ducati Motor Holding

Discussant

Romano Prodi

President of the Collegio d'Indirizzo,
Bologna Business School

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

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

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