



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

Dipartimento  
di Scienze Aziendali

# LEARN FROM REAL CASES

This year we are proud to host a set of exceptional testimonials for our students of the **International Marketing and Management** program. This will be done in the **Family Business** (prof. Cristina Bettinelli) and **International Business and Trade** (prof. Norifumi Kawai) courses.

## OUR GUEST SPEAKERS

The course offers students the unique opportunity to:

- Learn from the experiences of **established leaders** in the business world.
- Get **practical** and **applicable** advice to develop your skills.
- Acquire the skills you need to face the **challenges** of today's market.



**OLIVIA MATHIJSEN**

**FOUNDER of OLIVIA PARTNERS,**

is a renowned expert in coaching and family firms. She has helped numerous companies achieve success and achieve their goals.



**12th of April**



**10.30 a.m.**



**Sala Bertocchi  
(Caniana Moroni)**



**ANDREA CARNEVALE**

**CMO of LEGAMI,** has a proven track record in the marketing and communication sector. LEGAMI is becoming a leading brand in the Italian and international market.



**10th of May**



**10:30 a.m.**



**Sala Bertocchi  
(Caniana Moroni)**



**NICOLA TORREGGIANI**

**CEO of SUBARU ITALIA,** he is the first Italian president of the Japanese automotive company. He holds a role of maximum responsibility, managing 8 different European markets.



**13th of May**



**10:30 a.m.**



**Aula 10  
Caniana**



**MASSIMILIANO BRESCIANI**

**PRESIDENT of CALZIFICIO BRESCIANI,** has led the company since 1990, guiding it through current and future challenges, making the brand an internationally known excellence in the sector.



**24th of May**



**10:30 a.m.**



**Aula 16  
Caniana**

Info and reservations:  
**[cristina.bettinelli@unibg.it](mailto:cristina.bettinelli@unibg.it)**  
Priority is given to first year students attending **Family Business** and **International Business and Trade**.

Visit: <https://ls-imm.unibg.it/en>