



Società Italiana di
MANAGEMENT



- FESTIVAL OF MANAGEMENT -

Management and corporate culture in the service of society

Milan – Bocconi University, Friday 3th and Saturday 4th of February 2023

PROGRAM

FRIDAY 3th February 2023

Roentgen – Institutional Agorà - Aula Magna Bocconi

9.15-9.45 - INSTITUTIONAL GREETINGS.

Francesco Billari (Rector, Università Bocconi), Stefano Caselli (Dean, SDA Bocconi), Giuseppe Sala (Mayor of Milan), Arabella Mocciaro Li Destri (President SIMA), Sandro Castaldo (President IFSAM), Gaetano Manfredi (Mayor of Naples), Roberto Lagalla (Mayor of Palermo), Roberto Vona (Creator and Sima Delegate for the Festival of Management)

9.45-11.45 - MANAGEMENT, INNOVATION AND COUNTERING THE DEVELOPMENT OF MAFIAS IN THE ECONOMY.

(Coordinator Roberto Vona) Antonello Ardituro (Deputy National Anti-Mafia Prosecutor and Counterterrorism), Maurizio Vallone (Director, Anti-Mafia Investigative Directorate), Luciano Violante (Magistrate and Academician, President Leonardo Foundation, former President of the Chamber of Deputies of the Italian Republic, former President of the Anti-Mafia Parliamentary Commission), Giuseppe Zafarana (General C. A., Commander General of the Guardia di Finanza), Pasquale Angelosanto (General D., Commander Special Operations Grouping of the Carabinieri) Roundtable discussion moderated by Ferruccio de Bortoli, Corriere della Sera columnist

12.00-13.30 - MANAGEMENT, INNOVATION AND SUSTAINABLE ENERGY TRANSITION.

(Coordinated by Elita Schillaci and Federico Testa) Francesca Zarri (Director Technology, R&D & Digital, ENI), Roberto Ghisellini (Co-General Manager, Credit Agricole Italia), Maria Anghileri (Operations Director, Eusider Group), Antonio D'Amato (President, SEDA International Packaging Group)

2:30-4:15 P.M. - SPORT LEADERSHIP MANAGEMENT

(Coordinated by Dino Ruta and Gloria Zavatta)

16.30-18.30 - MUSEUM, ARTS&PUBLIC HERITAGE INNOVATION MANAGEMENT. If one night winter a director. That is, managing a museum in the third millennium.

(Coordinated by Ludovico Solima and Andrea Rurale) Paolo Giulierini (Director, National Archaeological Museum of Naples), Eva Degl'Innocenti (Director, Musei Civici di Bologna), Samanta Isaia (Managing Director, Museum of Egyptian Antiquities Foundation of Turin), Monsignor Paolo Nicolini (Deputy Director, Vatican Museums), Alessandro Bollo (Project Manager, Fabbrica del Vapore, Milan)

Roentgen - “Open Dot” Corner - Conversations “Out of the Box”

9.30-10.25 am - Youth employment (Coordinated by SIMA in partnership with NextGen)

10.30-11.25 am - "Le Village" experiences of business acceleration (Coordinator Andrea Riva with Elita Schillaci) Armando Cipelli (Mayor Le Village by CA Parma), Gabriella Scapicchio (Mayor Le Village by CA Milano), Matteo Di Biagi (Mayor Le Village by CA Triveneto)

11.30-12.25 am - Immersive experiences of augmented reality and business applications (Coordinator Cesare Pistilli, WIPLAB)

12.30-1.25 pm - Museum, Arts&Public Heritage Innovation Start-Up Management (Coordinated by Ludovico Solima and Andrea Rurale, with Luigi Percuoco, Sole Director, AR Tour, Michela D'Onofrio, Sole Director, eArs and Roberta Ligossi, Sole Director, Ta Daan)

2.30-3.25 pm - Antifragility: getting better with stress (Coordinated by Elita Schillaci with Ornella Laneri, CEO, FOUR POINTS SHERATON Catania, President, OELLE Foundation)

3.30-4.25 pm - Innovation, Sustainable Energy Transition and Start-Up Management (Coordinator Mattia Voltaggio, ENIJOULE ENI School for Enterprise)

4.30-5.25 pm - EIT-Health Lab (Coordinators Chiara Maiorino, Nancy Capobianco and Alessio Smeraldo) Guido Magrin (CEO & Founder, Teiacare), Alessandro Monterosso (Director, Alira Health)

5.30-6.30 pm - Managers and Error. Reflections on the value of errors (Coordinator Elita Schillaci with Daniele Virgillito, President AIOP - Italian Association of Private Hospitality of the Province of Catania)

Roentgen – Interactive Labs - Aula AS01

2:30-4:30 pm - Innovation and management in healthcare (Hackathon coordinated by Nadia Di Paola and Silvia Cosimato in partnership with Manageritalia and CIDA)

Roentgen - Interactive Labs - Aula AS02

2,30-4,20 pm - Cinema and Management Workshop - Cinema for Management: the necessary premises, the rules of the game, the films that have revealed hidden sides of management and are always with us (Coordinator Claudio Baccarani and Federico Brunetti) Paolo Braguzzi (Supervisory Board, B Lab Europe), Elena Detomati (Digital and Education Strategist, InventoLab)

4.30-6.30 pm - Cinema and Management Workshop - Management for the film industry: from film as a product to Festivals as events for territorial development and beyond (the Giffoni case) (Coordinator Mauro Sciarelli) Claudio Gubitosi (CEO and Founder, Giffoni Opportunity), Giancarlo Scheri (Director, Canale5), Umberto Chiamonte (CEO, MNcomm), Domenico De

Masi (Sociologist)

Roentgen - Interactive Labs - Aula AS03

2.30-4.20 pm - Innovative Didactics for the Study of Management in High Schools (Coordinated by Raffaella Poggio in partnership with Manageritalia) Salvatore Giuliano (Headmaster, Majorana Institute of Brindisi, former Undersecretary of State at Ministero dell'Education), Alessandro Mele (Vice President, ITS Italy Foundations Network), Enrico Pedretti (Marketing & Communication Director, Manageritalia), Alessandra Porcelli (Editorial Director, Rizzoli Education), Giovanni Mocchi (Vice President, Zucchetti Group)

4.30-6.30 pm - Fashion Management in Diversity and Inclusion Mood (Coordinator: Raffaella Poggio) Mario Boselli (Honorary President, National Chamber of Italian Fashion), Maria Giovanna Paone (President, Kiton), Barbara Trebitsch (Academic Director, Accademia Costume & Fashion)

Campus SDA Bocconi – Visionary Talks – Auditorium

2:30-4:20 pm - Technological Innovation, Internationalization, Social Impact (Coordinator: Andrea Piccaluga) Andrea Moschetti (President, FAAC), Giuseppe Conti (President, Netval), Francesco Morgia (Head of Patents and Trademarks Office, Ministry of Enterprise and Made in Italy), Luigi Gallo (Head of Innovation Area, Invitalia), Smadar Shapira (Head of Public Affairs, Embassy of Israel in Italy), Valeria Valotto (Vice President, Quid)

4.30-6.30 pm - Environmental Sustainability, Circular Economy, Supply Chain Management. The Role of Business, the Challenges of Sustainability (Coordinated by Marco Frey and Fabio Iraldo) Luca Ruini (President, Conai), Eleonora Rizzuto (Chief Ethics & Compliance Officer - Director Corporate Sustainability & Responsibility Bulgari, LVMH Group), Francesco Pizzagalli (President, Istituto Valorizzazione Salumi Italiani), Stefano Marini (CEO, San Pellegrino), Sandro Sartor (CEO, Ruffino), Carlo Chizzolini (Industrial General Manager, Sammontana), Luca Ghironzi (Director, ADC), Guido Zanetti (Managing Director, Protiviti Italia)

Campus SDA Bocconi – Visionary Talks - Aula Ferrero

2:30-4:20 p.m. - Innovation in Managerial Education: A Bouquet of Smart Experiences - Session entirely in English (Coordinated by Giovanni Battista Dagnino in partnership with IFSAM and BAM - British Academy of Management), Emma Parry (Professor of Human Resource Management, Cranfield School of Management, Chair BAM), Silvia Botto (Head of Strategies and Marketing, IMI Corporate & Investment Banking Division, Intesa Sanpaolo), Lia Tirabeni (Professor of Sociology of Organizations, Bicocca University), Luca Parmitano (Chief Astronaut, European Space Agency) Meredith Storey (Senior Manager PRME Principles for Responsible Management Education, United Nations Global Compact)

4.30-6.30 pm - Finance for Innovation and Sustainability (Coordinated by Francesco Ciampi and Elita Schillaci) Franco Duc (Head of Sustainability, Credit Agricole Group), Riccardo Mulone (Country Head & Head of Investment Bank, UBS Italy), Giovanni Pepe (Head of Risk Modelling

and Partner KPMG Italy), Claudia Pingue (Head of Technology Transfer Fund, Fondo Italiano Innovazione, Cassa Depositi e Prestiti), Anna Roscio (Head of Enterprise Sales & Marketing Department, Banca dei Territori- Intesa San Paolo), Mario Venturi (Head of Florence Office, Bank of Italy)

Campus SDA Bocconi - Immersive Room

12.00-1.30 p.m. - Theater improvisation workshop - aimed at students - "I, YOU, WE!" - Limited-seat activity (Coordinated by SIMA Next Gen with Chiara Vitti)

2:30-4:00 p.m. - Theater improvisation workshop - aimed at managers - "KEEP CALM, HAVE FUN" - limited-seat activity (Coordinates SIMA Next Gen with Chiara Vitti)

4.30-6.30 p.m. - Pianoforte, 7 notes of managerial harmony - limited-seat activity (Coordinates Carlo Massarini and Ivano Scolieri)

Campus SDA Bocconi – SIMA Events - Aula Executive – CE 2 05

12.00-1.30 pm - Me4future, Managerial competencies for the sustainable development of the territory (Coordinators Angeloantonio Russo and Rosamartina Schena) Donato Notarangelo (Sole Director, Ecotrend, President Giovani Imprenditori, Confindustria Bari-BAT), Giuseppe Borracci (Head of New Market Development, Serro Plast), Michele Sgaramella (President Giovani Imprenditori, Confcommercio Bari-BAT), Gianvito Altieri (Technical Director, Fungo Puglia), Eliseo Giannoccaro (Talent Director, San Domenico Hotels), Debora Lorusso (General Manager, Domar), Michele Sabatelli (CEO, Gastronomia Frost), Stefania Longo (Environmental Engineer, Siderurgica Signorile)

2:30-3:30 p.m. - Society, food and culture: Ecosystems at the Service of a Sustainable Future (Coordinated by Francesca Culasso) Michela Favaro (Deputy Mayor of Turin), Silvio Barbero (Vice President, Slow Food), Raoul Romoli Venturi (Ferrero, Communication Manager), Veronica Rossi (Lavazza, Sustainability Senior Manager), Cristiana Genta (Acqua Sant'Anna, Marketing and Communication Director), Vittoria Lana (Corporate Sustainability Senior Specialist, Campari Group) - Panel discussion moderated by Walter Rolfo, Author and TV Host - 15.30-16.20 - Video projection on Residenze Sabaude (Palazzo Carignano and Villa della Regina), with interviews with Elena Defilippis (Director, Piedmont Regional Museums Directorate) and Angela Maria Farruggia (Director, Palazzo Carignano)

4.30-5.25 pm - Third Mission Management. Crowdfunding for Individual Well-Being and Social Sustainability (Coordinator Salvatore Torrisi) Federica Pallavicini (Project Manager, "Mind-VR"), Mattia Minzolini (Founder, Mind Your Time), Mara Heidempergher (Team Leader, Project "An Asset to Cultivate") - Roundtable moderated by Luca Tremolada, Il Sole 24 Ore

5.30-6.30 pm - Metaverse and Healthcare (Coordinated by Alfredo D'Angelo and Andrea Sestino) Alfredo Cesario (CEO, Gemelli Digital Medicine & Health), Billy Berlusconi (CEO, Igood!), Paola Pisano (former Minister of Innovation), Antonio Faraldi (Managing Director, Partner BCG)

Campus SDA Bocconi – SIMA Events – Aula Executive – CE 2 06

12.00-1.30 pm - Health Management: The management of oncology care (Coordinator Francesca Ferrè) Gianni Amunni (Technical Scientific Coordinator Tuscany Oncology Network), Silvia DeAndrea (Medical Director ATS Pavia, Regional Oncology Screening Center Lombardy, President GISMa Italy), Manuela Roncella (Breast Surgeon, Director Tuscany Senology Network), Olivia Leoni (Acting Director, UO Regional Epidemiological Observatory, General Directorate Welfare Region Lombardy), Antonella Cardone (CEO Cancer Patient Association)

2.30-3.25 pm - Contemporary art, between innovation and finance (Coordinator Arturo Capasso) Maurizio Morra Greco (President of Fondazione Morra Greco), Gianvirgilio Cugini (Partner, Grimaldi Alliance - Member of NFT and Cryptoarte Expert Commission, Ministry of Culture), Mariolina Bassetti (President Italy, International Director Contemporary Art Department Christie's)

3.30-4.25 pm - Sustainable Marketing (Coordinators Sandro Castaldo and Angelo Di Gregorio) Alberto Pastore (La Sapienza University), Stefania Romenti (IULM University), Orsola Matrisciano (Director, Egea) - Roundtable moderated by Fabrizio Perretti, Director, Economia&Management
16.30-17.25 - Hospitality 4.0 (H4.0): the challenges of the sector (Coordinator Graziano Abrate, Annachiara Invernizzi and Marco Novarese) Antonio Zacchera (CEO, Zacchera Hotels Group), Luca Boccato (CEO, HNH Hospitality), Claudio Lavagna (CEO, LVG Group)

5.30-6.30 pm - Digital Nudging for Sustainability (Coordinators Silvia Bellini and Davide Pellegrini) Mattia Tassi (Marketing Manager Italy, Davines), Emna Neifar (Chief Commercial Officer, Cortilia)

Evening

7:30 p.m. to 9:00 p.m. - Fashion&Management - limited-seat activity (Coordinated by KITON at its Milan headquarters)

SATURDAY 4th February 2023

Roentgen – Institutional Agora- Aula Magna Bocconi

9.00-10.50 am - GEOPOLITICS AND INNOVATIVE MODELS OF PRODUCTION AND SUPPLY CHAIN MANAGEMENT.

(Coordinators Alberto Grando and Lara Penco) Maurizio Marchesini (Vice President, Confindustria nazionale), Paolo Emilio Signorini (President Port Authority of the Western

Ligurian Sea), Marta Cosulich (CEO, Fratelli Cosulich Group), Paolo Pozzi (CEO, Agrati Group), Nicoletta Basile (CEO, Ikea Italia Distribution), Roberto Tartaglia Polcini (President, GeneGis GI), Mario Mantovani (President, Manageritalia) - Roundtable moderated by Giancarlo Loquenzi, Host of Zapping, Rai Radio 1

11.00-12.50 am - SPECIAL ECONOMIC ZONES (ZES), INNOVATION, INTERNATIONAL DEVELOPMENT

(Coordinator: Carlo Amenta, Extraordinary Commissioner Government SEZs, Western Sicily) Vito Grassi (President of the Council of Regional Representations and for Territorial Cohesion Policies with responsibility for SEZs, National Confindustria), Giuseppe Romano (Commissioner SEZs, Campania and Calabria), Lorenzo Alessi (Coordinator Area 6 "Support to the activity of the Commissioners SEZs" NUVEC, Nucleo di Verifica e Controllo) - Roundtable moderated by Nando Santonastaso, Editorialist, Il Mattino

1.00-1.30 pm - THE VALUE OF MANAGEMENT TO ITALIANS: THE RESULTS OF A SURVEY

(Coordinator Mario Mantovani, President Manageritalia) Sandro Castaldo (President IFSAM), Cosimo Finzi (CEO Astraricerche)

1.40-2.00 pm - THANK YOU AND SEE YOU AT THE NEXT EDITION OF THE MANAGEMENT FESTIVAL

(Arabella Mocciano Li Destri, Sandro Castaldo, Roberto Vona)

Roentgen - "Open Dot" corner, conversations "Out of the Box"

9.00-9.55 am - Youth Employment (Coordinates SIMA in partnership with NextGen)

10.00-10.55 am - City Stories of Place Management (Coordinator Maya Plata and Lucia Mannella of OpenHouse Milano with Marianna Beltrani of FS Sistemi Urbani, Francesco Maggiore of Dioguardi Foundation, Alessandro Bonizzoni of Fosbury Architecture, Stefano Minini of Lendlease)

11.00-11.55 am - On the Paths of the Managers' Soul - The Youth Perspective (Coordinator Elita Schillaci with Corrado Paternò, BONIVIRI)

12.00-12.40 am - Stories of Sustainability Management (Coordinator Ludovica Principato for SIMA with Mario Faro, owner Faro Piante, Radicepura Foundation)

12.45-1.30 pm - Stories of Sustainability Management (Coordinated by Ludovica Principato for SIMA with Federico Mengoni, CEO Ironda)

2.00-2.25 pm - Retailing "Think Tank" Awards (Coordinator Sandro Castaldo)

2.30- 3.25 pm - "MAKE IT A CASE" Awards Ceremony (Coordinator Laura Michelini and Angelo Riviezzo)

3.30- 3.55 pm - AIDEA Doctoral Students Awards (Coordinator Francesca Culasso)

4.00-4.25 pm - Management Festival Hackathon Awards (Coordinator Nadia Di Paola and Silvia Cosimato in partnership with Manageritalia and CIDA)

4.30-5.30 pm - The Virtuous Circle of Social Management (Coordinator Fabiana Sciarelli with Paola Russo of Action Women and Maria Letizia Gaeta of Made in Earth)

Roentgen – Visionary Talks - Aula AS01

9.00-10.50 am - Innovation and Management of Judicial Offices (Coordinators: Giovanni Canzio, President Emeritus of the Court of Cassation and Roberto Vona) Giuseppe Ondeì (President, Court of Appeals of Milan), Marco Maria Alma (Executive, Scuola Superiore Magistratura), Pierluigi Picardi (President of the Court, North Naples), Antonio D'Amato (outgoing togato councilor, CSM), Davide Galli (Director General, Mission Unit implementing PNRR interventions, Ministry of Justice)

11.00-1 pm - Work Safety Innovation and Management (Coordinator Claudio Baccarani, Luigi Golzio, Federico Brunetti and Alessandra Mazzei in partnership with Aidea) Luigi Caroppo (former BTicino plant manager in Torre del Greco, Maestro del Lavoro, Consul of Campania), Luigi De Santis (Organization & HRIS Manager, Angelini Farmaceutica), Giuseppe Bigonzi (Environment, Health & Safety Director, Angelini Farmaceutica), Simona Bargiacchi (Internal Communication, Cromology), Emanuela Diana (Safety Manager, Cromology)

Roentgen – Visionary Talks - Aula AS02

9.00-10.50 a.m. - Values, Languages and Managerial Toolbox for the Territorial System (Coordinators: Maria Colurcio, Angela Caridà and Michele Trimarchi) Luca Abruzzino (Starred Chef), Francesco Catanese (Entopan, Head of Impact, Sustainability & Integrated Reporting, Executive Board Member), Antonia Abramo (IFM General Manager, President Giovani Confindustria of Catanzaro), Cesara Pasini (President, APCO, Professional Association of Management Consultants)

11.00-1.00 pm - Corporate Heritage Management. Creating Value for the Market through Heritage (Coordinated by Maria Rosaria Napolitano and Angelo Riviezzo) Antonio Calabrò (President, Museimpresa), Roberto Busso (Deputy Vice President, Association MarchiStorici), Antonella Carù (Bocconi University), Riccardo Sassoli (Ferretti Group-Riva), Giorgio Santambrogio (CEO, Gruppo Végé) Tavola roundtable moderated by Cristina Lazzati, Director, GDO Week and Mark Up

Roentgen – Visionary Talks - Aula AS03

9.00-10.50 am Valore Retail: innovating retail for a sustainable society (Coordinator: Beatrice Luceri, Elisa Martinelli, Gaetano Aiello and Guido Cristini) Ugo Baldi (Honorary President, Conad Nord Ovest), Domenico Brisigotti (Commercial Director, Food Coop Italia), Roberto Omati (General Manager, Expert), Mario Gasbarrino, (Managing Director, Deco' Italia) - Roundtable moderated by Marina Bassi, Editor-in-Chief, Retail Week and Mark Up

11.00- 1.00 pm- Future Mobility for a Sustainable Smart City (Coordinator Fabrizio Zerbini) Ludovico Campana (Founder, TUC), David Falconi (Founder, Kooling), Gianfranco De Cesaris (Managing Director, BYmyCAR Milano)

Institutional Agorà – Location MIND - Milano Innovation District, Auditorium Human Technopole

3.30-5.30 pm - HEALTH MANAGEMENT, INNOVATION AND DEVELOPMENT OF PUBLIC HEALTH

AND QUALITY OF LIFE.

(Coordinator Sandro Castaldo and Gianmario Verona, Chairman of the Supervisory Board, Human Technopole Foundation), T. General Nicola Sebastiani (Health Advisor to the Chief of Defense Staff), Kurt Höller (Director of Business Creation and Director of InvestHealth, EIT Health), Valerio Fabio Alberti (CEO, Gruppo San Donato - Sistemi e Servizi), Giovanni Gianolli (CEO, Synlab Italia), Sergio Dompé (Executive President and CEO, Dompé Farmaceutici) Umberto Camberiatì (General Manager Italy, Teva Pharmaceuticals), Giuseppe Abbadessa (AD, Haleon), Raffaello Innocenti (CEO and General Manager, Chiesi Farmaceutici Italia), Adelaide Raia (Consumer Healthcare Business Unit Head, Alfasigma), Francesco Longo (Cergas, SDA Bocconi) Roundtable moderated by Daniela Baglieri, University of Messina
