

BBS
BOLOGNA BUSINESS SCHOOL



INNOVATION TALKS

FALL 2019



PHILIP MORRIS ITALIA S.R.L.

MONDAY, NOVEMBER 18 - 6.00 PM

BOLOGNA BUSINESS SCHOOL
VIA DEGLI SCALINI, 18 • BOLOGNA (ITALY)

*INSPIRING INNOVATION: BLU1877
AND THE FUTURE OF FOOD*

MICHELA PETRONIO

Vice President
Blu1877, Barilla Group

DISCUSSANT

LUDOVICA LEONE

Affiliate Professor, BBS
Research Fellow, University of Modena and Reggio Emilia

To confirm your participation please register at
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The speeches will be in Italian and English language
with simultaneous translation