

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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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

To confirm your participation please register at
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