

BBS
BOLOGNA BUSINESS SCHOOL



INNOVATION TALKS

SPRING
2018



PHILIP MORRIS ITALIA S.R.L.

WEDNESDAY, JUNE 6 - 6.00 PM

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

SOFT POWER IS DYING - SOFTLY

ERIC X. LI

Founder and Managing Director,
Chengwei Capital

DISCUSSANT

ROMANO PRODI

Chairman of the Steering Committee, BBS

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

The speeches will be in Italian and English language
with simultaneous translation