

# **Luiss Summer University**

## Connecting Europe with China along the Silk Road



# Program

## Location

Luiss Guido Carli University, Rome

## Duration

Two weeks

## Dates

July 1-12, 2019

## Course leaders

Raffaele Marchetti, Michele Costabile, Marco Francesco Mazzù

## Faculty board

Raffaele Marchetti, Michele Costabile, Marco Francesco Mazzù, Carlo Fei, Silvia Menegazzi

## Academic Coordinators

Silvia Menegazzi, Rumen Pozharliev

## Contact hours

45 (including lectures/presentations from experts/company visits, student presentations and exams)

## General course information

The Luiss Summer University: Connecting Europe with China along the Silk Road is an intensive, two weeks summer course organized by Luiss University in partnership with Renmin University. The first week program focuses on major trends about Europe- China cooperation with a focus on China-Italy relations, Italian culture and diplomacy as well as security and international financial cooperation. The second week program adopts a cross-industry approach, analysing operating and innovation strategies performed by leading Italian companies in different industries: fashion, traditional design, design-tech (automotive, yachting, hi-tech), food and beverages.

## Course objectives

The summer school provides an interdisciplinary and comprehensive training for students who aim to develop a better understanding of the opportunities and challenges of the relationship between China and Europe in the light of the Belt and Road Initiative. Students attending this program will increase their knowledge about China's relations with Italy, their distinctive features, historical evolution, as well as Italy's most significant business sectors. Students will

understand the fundamental business models, marketing and innovation strategies of the Italian sector; apply the acquired knowledge to business cases and through interaction with business leaders and entrepreneurs; learn how successful Italian companies adapt, reshape and apply marketing strategies and business models.

## Learning resources

Learning sources include lectures, debates, interactive simulations, visits to companies and cultural institutions in Rome, visits to Companies, interactions with business executives and prominent academics and entrepreneurs.

## Week 1: Europe and China along the Silk Road. Diplomacy and cultural relations

### Monday July 1<sup>st</sup>, Day 1

Morning: 9:00 am - 9:30 am

*Introduction to the Course*

Raffaele Marchetti

Luiss University

Morning: 9:30 am - 12:30 pm

*Warm-up session on Europe's Response to the Belt and Road Initiative*

Silvia Menegazzi

Luiss University

Afternoon: 3:00 pm - 5:30 pm

*Cultural Activities and guided tours in Rome*

Evening: 6:00 pm - 7:00 pm

*Welcome cocktail*

### Tuesday July 2<sup>nd</sup>, Day 2

Morning: 9:30 am - 12:30 pm

*Italy-China relations through the prism of culture: the role of cultural diplomacy*

Franco Mazzei

Luiss University

Afternoon: 3:00 pm - 6:00 pm

*Cultural activities and guided tours in Rome*

### Wednesday, Day 3

Morning: 9:30 am - 12:30 pm

*Europe between the Indo-Pacific and the Belt and Road Initiative*

Noemi Lanna

University of Naples 'L'Orientale'

Afternoon: 3:00 pm - 6:30 pm

*Cultural Activities and guided tours in Rome*

### **Thursday July 4<sup>th</sup>, Day 4**

Morning: 9:30 am - 12:30 pm

*China-Italy military relations between AI and private security companies*

Sergio Miracola  
NATO

Afternoon: 3:00 pm - 6:30 pm

*Cultural activities and guided tours in Rome*

### **Friday July 5<sup>th</sup>, Day 5**

Morning: 09:30 am – 12:30 pm

*Italy's role in the AIIB*

Alberto Cogliati  
Ministry of Economy and Finance, MEF

Afternoon: 3:00 pm - 5:30 pm

*Cultural activity (Cultural event co-organized with Chinese Embassy in Italy)*

## **Week 2: A taste of Italy. Fashion, traditional design, food and beverages**

### **Monday July 8<sup>th</sup>, Day 1**

Morning: 9:30 am - 12:30 pm

*Doing business in Italy (Lesson shared with Summer University "Made in Italy")*

Raffaele Marchetti  
Luiss University

Afternoon: 3:00 pm - 6:30 pm

*Visits/Meeting With ICE*

### **Tuesday July 9<sup>th</sup>, Day 2**

Morning: 9:30 am - 12:30 am

*Luxury & Fashion fundamentals – the Italian Way*

Carlo Fei  
Luiss University

Afternoon: 3:00 pm - 5:30 pm

*Luxury Customer Experience (Guided store visits)*

Carlo Fei  
Luiss University

Afternoon: 5:30 pm – 6:30 pm

*Structured debrief*

### **Wednesday July 10<sup>th</sup>, Day 3**

Morning: 09:30 am – 12:30 pm

*Luxury Hi-touch/Hi-tech "Made in Italy"*

Marco Francesco Mazzù  
Luiss University

Afternoon: 3:00 pm – 5:30 pm

*Applied exercise on positioning and storytelling for Luxury High-Tech Made in Italy*

Marco Francesco Mazzù  
Luiss University

*"Meeting a yacht designer"*

Marco Casali  
Too Design

Afternoon: 5:30 pm – 6:30 pm

*Structured debrief*

### **Thursday July 11<sup>th</sup>, Day 4**

Morning: 09:30 am – 12:30 pm

*Food evolution and fundamentals of Made in Italy applied to Food*

Michele Costabile  
Luiss University

Afternoon: 3:00 pm – 6:30 pm

*Visits to Eataly – eating and living the Italian way*

### **Friday July 12<sup>th</sup>, Day 5**

Morning: 09:30 am – 12:30 pm

*Exams and award ceremony*



**Luiss**

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