



Scuola Superiore
Sant'Anna



The **Institute of Management** of **Scuola Superiore Sant'Anna di Pisa** and the **Confucius Institute** of Pisa organize a workshop titled **"Chinese Market as a Source of Innovation"**.

The workshop will be held on **March 30 2012** at Scuola Superiore Sant'Anna di Pisa and will be divided in two sessions.

In the first session, scholars will present recent findings and research directions concerning innovation and high-tech industries in and from China.

In the second session, selected Italian companies will report on their experience on R&D and innovative activities in China.

In both sessions a focus on relations between Italy and China from a technological and business point of view will be provided.

Confirmed speakers include:

- **Yong Long** – *Chongqing University*
- **Chenglin Liao** – *Chongqing University*
- **Yulin Liu** – *Chongqing University*
- **Andrea Tracogna** – *University of Trieste*
- **Stefania Trenti & Ilaria Sangalli**– *Intesa Sanpaolo Research Department*
 - **Maximilian von Zedtwitz** – *Tongji University*
 - **Andrea Piccaluga & Kai Rao** – *Scuola Superiore Sant'Anna*
 - **Antonello Ghignone** – *Vibram S.p.A. (R&D Manager)*
 - **Fabrizio Landi** – *Esaote S.p.A. (General Manager)*

Additional speakers are awaited and will be notified

Organizing Committee:

Alberto Di Minin, Simone Corsi

Institute of Management – Scuola Superiore Sant'Anna di Pisa

With the support of:



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Participation is free of charge, however limited seats are available. Please register by sending an email to santannaworkshop@gmail.com

Please share this message with anyone who might be interested.