

For information
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Registration required at
www.unibocconi.eu/events

AIdAF - Alberto Falck Chair
in Strategic Management in
Family Business

The Resilience of Family Capitalism to Sustain Long-Term Growth

The Centenary Experience
of the Agnelli Family

27 June 2013

BOCCONI



Università Commerciale
Luigi Bocconi

Via Sarfatti 25
20136 Milano

In collaboration with



*Associazione Italiana
delle Aziende Familiari*

10:30am
Aula Perego
via Sarfatti 25

Family capitalism is uniquely resilient. After a decade of insider-trading scandals, manifest corruption and malfeasance rampant among corporate officers, and the collapse of a series of financial bubbles, the family firm still appears to offer the prospect of long-term stability.

The extraordinary performance achieved by family firms has been possible thanks to patient and conscious capital they are able to mobilize over time, also during the periods of economic downturns. Moreover, such firms appear to get an undoubtable capacity of managing risks and gaining social legitimacy.

However, family capitalism is definitely not exempt from fragilities. For instance, growth performance still remains a challenge for many families in business given their owners' desire to retain control, particularly when scale is required to stay competitive in a global world.

The recent history of the Agnelli family has much to offer to exemplify family capitalism resilience and renaissance capabilities. From the experience of John Elkann, we will learn the importance of family capitalism and how to secure multiple performance over the long-term, rather than exceptional returns immediately.

10:30am **Participants' registration**

11:00am **Introductory Greetings**

Bruno Pavesi

Chief Executive Officer, Università Bocconi

Keynote Speaker

John Elkann

Chairman and CEO Exor SpA and President Fiat Group

Discussants

Elena Zambon

President, Zambon SpA

Ivan Lansberg

Academic Director of Family Enterprise Executive Programs, Kellogg School of Management

Guido Corbetta

AldAF - Alberto Falck Chair in Strategic Management in Family Business, Università Bocconi

Two Bocconi students

Chair

Paolo Morosetti

Executive Committee FBN (Family Business Network - International)

1:00pm **Buffet**