

PROGRAMME



Doing business with or without the family?

One day seminar plus leisure and networking

Palermo, July 1st - 2nd

in collaboration with:



Università Commerciale
Luigi Bocconi

Cattedra AldAF "Alberto Falck"
di Strategia delle Aziende
Familiari

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About the Programme

One day intensive workshop designed for **nextgen members who want to think and share experiences on career choices and opportunities** with or without the Family. Alternatives are multiple and each one fits with a specific mix of skills, attitudes, interests and passions. **Discover how your peers choose their routes** and how family, and business context could influence judgments and assumptions. **Gain an understanding of challenges and opportunities around you**, having no limitations in **switching your mindset**.

Issues and themes will be tackled **giving evidence to Italian industry-specific live cases**. Fashion industry, design, food and creativity are the four special ingredients of the “receipt” to create **opportunities for networking** among Italian and Spanish teams.

Resort on the Palermo’s bay create the best landscape to come unwind after works and to relax.



July 1st, 2011

Activities take place at Villa Igiea Hilton Resort

12.30 Registration

13.00 Welcome lunch

14.00 Opening remarks and introduction

✦ **PAOLO MOROSETTI**

Nextgen and International Relations Director, AldAF

✦ **JESUS CASADO**

Nextgen and International Relations Director, IEF

14.15 What happens next?

Major global changes create repercussions that are felt around the world. All economies and markets are linked - all too often in surprising ways. There are so many ramifications from major events, some reinforcing, some conflicting, that it is not possible to determine a priori what outcomes might occur.

This session points out various economics scenarios and traces their practical implications by leveraging on incidents and by using a not-technical jargon.

✦ **CARLO ALTOMONTE**

Professor and columnist, Università Bocconi, Milan



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15.45 Afternoon refreshment**16.30** Exploring “Made in Italy”

Live cases from fashion and design industries to focus on peculiar competitive advantage drivers of Italian family businesses and their attitude to go abroad. Roundtable also examine the role of the family in delivering and communicating value externally.

Panelists:

✦ **MATTEO ALESSI**
Alessi

✦ **ELENA MIROGLIO**
Miroglio

Moderated by:

✦ **PAOLO MOROSETTI**
Nextgen and International Relations Director, AidAF

18.30 Closing the Day**21.00** Dinner at Luxurian Gardens Villa Igiea Hilton Resort

The perfect spot to come unwind after works as you relax inside and enjoy an amazing landscape on the sea. Take the chance to meet other delegates as you sip your favorite drink, taste Sicilian cuisine, or kick back on one of the outside tables. Here it's all about making you feel welcome.



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July 2nd , 2011

09.30 Opening of the Day Two

09.45 Parallel sessions (delegates may choose the preferred session)

Session A:

Are you an entrepreneur or an executive? Find out your attitude!

Special guest:

✦ **TOMMASO CHIORINO**
Done!

Moderated by:

✦ **DUCCIO ALBERTI**
Partner - Egon Zehnder

Session B:

**Planning careers in or outside the family business:
best practices**

Special guest:

✦ **ANTONIO RUMMO**
Pastificio Rummo

Moderated by:

✦ **SALVO TOMASELLI**
Professor, Università di Palermo



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11.30 Making Business in Sicily Region

- ✦ **ALBERTO TASCA**
Tasca D'Almerita

Moderated by:

- ✦ **SALVO TOMASELLI**
Professor, Università di Palermo

12.30 Closing remarks

- ✦ **PAOLO MOROSETTI**
Nextgen and International Relations Director, AldAF

- ✦ **JESUS CASADO**
Nextgen and International Relations Director, IEF

13.00 Luncheon

The programme is subject to change.



To learn more about speakers and their companies

- ✦ www.alessi.it
- ✦ www.miroglio.it
- ✦ www.tascadalmerita.it
- ✦ www.donegroup.tv/
- ✦ www.lentalavorazione.it

✦ Pricing

Sessions, luncheons, dinner and Luxurian Gardens are included in the conference fees. Accommodation and transfers on arrival and departure are not included.

Note: After April 30, 2011 the registration fees will raise.

1ST NEXTGEN MEMBER Euro 350 (Same Family)

2ND + NEXTGEN MEMBER Euro 300 (Same Family)

No-AIdAF-IEF-FBN members pay an additional fee of euro 200. Example: (euro 350 + euro 200)

For your convenience, we will accept only bank transfers. Bank details:

CARIPARMA S.p.A.

Via Pietro Verri, 2 - 20121 Milano

CODICE IBAN: IT76M0623001631000043372567

SWIFT: CRPPIT 2 P 231

✦ Price for accompanying family

Dinner at Luxurian Gardens is Euro 80

✦ Cancellation policy

Written notice of cancellation must be sent directly to AIdAF or EFB by letter, fax or email.

AIdAF and EFB refunds the registration fee only if the notice of cancellation has been sent 30 days before the event, except "force majeure".

✦ Venue and accomodation

Event takes place at Villa Igiea Hilton Resort (www.villaigiea.hilton.com)

Commissioned by the famous Florio family at the end of the 19th century, during the grandeur of the Belle Epoque period, this building with its characteristic castle shape derives its name from the Greek nymph of health, Igiea. Created as an exclusive health centre in an area known for its beneficial properties, it was soon transformed into an elegant hotel, favored by high society because its sumptuous ambience and distinguished hospitality, along with the mild Sicilian climate. The bedroom are decorated in the Art Nouveau style with adornment, terrace and balconies overlooking the sea and the garden with its secular plants. Members of the most important families in Europe including royalty have stayed in them.

A special rate has been negotiated for the delegates.

GUEST ROOM (1 ADULT) Euro 170 (Rate per night)

GUEST ROOM (2 ADULTS) Euro 190 (Rate per night)

DELUX SEA VIEW (1 ADULT) Euro 190 (Rate per night)

DELUXE SEA VIEW (2 ADULTS) Euro 210 (Rate per night)

DELUX PLUS SEA VIEW + TERRACE (1 ADULT) Euro 210 (Rate per night)

DELUX PLUS SEA VIEW + TERRACE (2 ADULTS) Euro 230 (Rate per night)

VAT and breakfast included.



Doing business with or without the family?

The hotel reservation department will be delighted to assist you with booking and may be contacted to the following address:

Villa Igiea Hilton

Salita Belmonte 43

90142 Palermo (Italy)

T.: 0039 091 6312111

F.: 0039 091 547654

email: res.villaigieapalermo@hilton.com

REGISTRATION FORM

✦ Fill in the form and send via fax or email to AIDAF (aidaf@aidaf.it – 0039 02 76319070)

CONTACT PERSON:

E-MAIL:

COMPANY :

ADDRESS:

VAT (to receive RECEIPT)

HOME TELEPHONE:

WORK TELEPHONE:

MOBILE TELEPHONE:

✦ **Check the option you prefer:**

Number of nextgen members of your family attending the conference
(mandatory)

- | | | |
|--------------------------|--------------------------|----------|
| <input type="checkbox"/> | 1 total registration fee | 350 euro |
| <input type="checkbox"/> | 2 total registration fee | 650 euro |
| <input type="checkbox"/> | 3 total registration fee | 950 euro |

Dinner at Luxurian Gardens per accompanying family members

- | | | |
|--------------------------|---------------------------------------|---------|
| <input type="checkbox"/> | Number of accompanying family members | _____ |
| <input type="checkbox"/> | Price per person | 80 euro |

Additional fee for no-AIDAF-IEF-FBN member 200 euro

- I'm Not Member of Family Business Association

Before paying by bank transfer, wait final written confirmation by AIDAF or EFB