

Seminar :

« International strategy : the keys to success »

The seminar's objective is to provide you with a step-by-step guide to effective decision-making on the internationalization strategy for your business

WEDNESDAY , MAY 22nd

16H – 18H :

“Discovering the economic environment in Italy” by Business France
“Doing business in a multicultural context : France and Italy” by the IREFI

18H – 20H : Networking cocktail

THURSDAY, MAY 23rd

09H00 – 09H15 : Welcome to SDA Bocconi

09H15 – 10H30 : International growth and profitability:

- Are international projects profitable?
- The liability of foreignness
- How to overcome the liability of foreignness

10H45 – 13H00 : Cultural, economic, political, legal and geographic distances among foreign markets:

- “CAGE” due diligence toolkit
- Applying CAGE due diligence to participants' businesses

14H00 – 16H00 : Foreign markets selection:

- Decision-making process and key bases
- How to make a decision by evaluating multiple criteria?

16H00 – 19H00 : Applying foreign markets principles to CINI&NILs case

FRIDAY, MAY 24th

09H00 – 10H45 : Presentation by small groups and plenary discussion:

- Market spreading vs. market concentration dilemma.

10H45 – 13H00 : Adaptation and aggregation choices:

- Global vs. multidomestic vs. transnational vs. International strategy
- Arbitrage strategy
- Defining internationalization strategy for participants' businesses

14H00 – 16H00 : International growth challenges for a medium-size business: a guest speaker session

16h00 – 17h30 : Foreign markets selection:

- Decision-entry modes to foreign markets
- How to build and manage a successful joint venture

Program Wrap-up and discussions of lessons learnt

Speaker : Olga ANNUSHKINA



SDA Bocconi Professor of Strategy
Winner of seven awards for excellence and innovation in teaching and research, she has run numerous courses on strategic management, internationalization strategy and scenario planning, She also worked for several leading management consulting companies (KPMG, Value Partners...)