

<b>Mon 23</b>			
	<b>ETP Japan and Korea</b>	<b>Location</b>	<b>Lecture</b>
8.30	Participants' Registration	Via Bocconi 8	Sara Antonelli
8.45	Programme Introduction	Room	Carlo Filippini and Sara Antonelli
09:00-10:45	Building a business plan for Asian market	Room	Olga Annushkina
11:00-12:45	Case-studies		
14:00-15:45	Working Group on Business Plan	Room	Olga Annushkina
16:00-17:45	Entrepreneurship Workshop	Room	SDA Bocconi*, Companies*, Consulates* (*tbc)
18.00	Cocktail and Cultural event	Room	
<b>Tue 24</b>			
9:00-10:45	Keiratsu	Room	Ronald Dore, London School of Economics
11:00-12:45	Corporate Governance		
14:00-15:45	<b>ETP Japan and Korea</b> East Asian Development Model	Room	Carlo Filippini
16:00-17:45			
<b>Wed 25</b>			
	<b>ETP Japan and Korea</b>	<b>Location</b>	<b>Lecture</b>
9:00-10:45	The international marketing	Room	Eleonora Cattaneo
11:00-12:45	A case study		
14:00-15:45	Diversity Management	Room	Bettina Gehrke
16:00-17:45			
18.00	Japanese Business Etiquette	Room	Yuri Kodera
19.00	Business dinner Japanese Restaurant	J's Hiro	
<b>Thu 26</b>			
9:00-10:45	People Management	Room	Paolo Piacentini
11:00-12:45	Strategy. Family Business		
14:00-15:45	The globalisation of economic activities	Room	Carlo Altomonte
16:00-17:45	and trend policies		
<b>Fry 27</b>			
9:00-10:45	Law attitudes	Room	Adriano Villa
11:00-12:45			
14:00-15:45	Finance and Banking	Room	Giovanni Cifoni, Bank of Italy
16:00-17:45			
<b>Mon 30</b>			
	<b>ETP Japan and Korea</b>	<b>Location</b>	<b>Lecture</b>
9:00-10:45	Working Group on Business Plan	Room	Olga Annushkina
11:00-12:45	Marketing of Consumers Goods	Room	Dominique Turpin, IMD
14:00-15:45	Marketing of Consumers Goods		
16:00-17:45	Negotiation Dynamics		
<b>Tue 31</b>			
	<b>ETP Japan and Korea</b>	<b>Location</b>	
09:00-10:45	Lean Production- Learn from the best	Room	Francesco Gallman
11:00-12:45	A case study		F. Gallmann & a Company testimonial
13.00	Farewell Party	Room	
14:00-16:45	Groups Presentations	Room	Massimiliano Bruni, Olga Annushkina