

Mon 23			
	ETP Japan and Korea	Location	Lecture
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	
Tue 24			
	ETP Japan and Korea	Location	Lecture
9:00-10:45	The Economic Korean Development	Room	Vasco Molini
11:00-12:45			
14:00-15:45	The East Asian Economic Model	Room	Carlo Filippini
16:00-17:45			
Wed 25			
	ETP Japan and Korea	Location	Lecture
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			
19.00	Dinner	J's Hiro	
Thu 26			
	ETP Korea	Location	Lecture
9:00-10:45	International Business Strategy	Room	Elisabetta Marafioti
11:00-12:45	A case study		
14:00-15:45	External Relations of Korea	Room	Axel Berkofsky
16:00-17:45			
	Business Dinner Korean Restaurant		
Fri 27			
	ETP Japan	Location	Lecture
9:00-10:45	Investments of Korea	Room	Axel Berkofsky
11:00-12:45	Working Group on Diversity Management		Bettina Gehrke
14:00-15:45	Trade & Custom relations of Korea and EU	Room	Laura Beretta
16:00-17:45			
Mon 30			
	ETP Japan and Korea	Location	Lecture
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		
Tue 31			
	ETP Japan and Korea	Location	Lecture
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