



LECTIO INAUGURALIS DE AGOSTINI ENDOWED CHAIR IN CORPORATE STRATEGY

28 MARCH 2023

6:15-7:45PM

SDA Bocconi
Auditorium grande
Via Sarfatti 10
Milano

Registration required to
participate in person

REGISTRATION FORM

www.unibocconi.it/eventi

The event will be held partly in
Italian and partly in English.
A simultaneous interpreting
service will be provided.

FOR INFORMATION
Bocconi University
Events & Protocol
TEL. +39 025836.2107

Bocconi and De Agostini committed to further strengthen their relationship in the form of a Strategic Partnership with the institution of the De Agostini Endowed Chair in Corporate Strategy, assigned to Professor Sonja Opper.

Diversification and internationalization are particularly challenging strategic decisions. Firm-specific resources and capabilities matter, so does industry-based competition. In addition, competitive advantage depends on the strategic fit with variable institutional environments, characterizing different industries and locations.

The task for firms is to strategically respond to these differences without losing their own values and identity and The De Agostini Chair takes the lead in a multifaceted research program addressing these challenges.

6:00PM REGISTRATION OF PARTICIPANTS

**6:15PM
WELCOME ADDRESS
ANDREA SIRONI**
President, Bocconi University

**LECTIO INAUGURALIS
WHERE FOREIGN FIRMS THRIVE: THE LONG SHADOW OF HISTORY
SONJA OPPER**
De Agostini Endowed Chair in Corporate Strategy

**DONOR SPEECH
MARCO DRAGO**
Chairman Emeritus, De Agostini

**ROUND TABLE
GLOBAL CHALLENGES FOR DIVERSIFIED FIRMS:
THE ENDEAVOR OF DE AGOSTINI GROUP**

**MODERATOR
DANIELE MANCA**
Corriere della Sera

**PARTICIPANTS
PAOLO BASILICO**
President and CEO, Samhita Investments
VITTORIO COLAO
Vice-Chairman EMEA, General Atlantic
ELENA GOITINI
CEO, BNL BNP Paribas
PAOLO SCARONI
Deputy Chairman, Rothschild

**CLOSING REMARKS
FRANCESCO BILLARI**
Rector, Bocconi University