



Fondazione
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Carlo Pesenti

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Annual meeting Carlo Pesenti Foundation
25 January 2014 – Bergamo
10.00 – 13.00

“Capitalisms & enterprises”

Do different models of capitalism reflect comparative advantages of the nations? Is family business “suitable” for both traditional sectors and emerging start-ups or other types of business?

The twenty-first century is witnessing an increasing internationalization of many firms, but also –within the framework of the global financial crisis and the development of cross-border value chains- the consolidation of different forms of national capitalism.

Drawing on examples from Europe, North and Latin America, Arab world and Asia and on a variety of perspectives from leading scholars and entrepreneurs at international level, the upcoming annual meeting of the Foundation wants to give its contribution along this way.

The analysis will extend from the Scandinavian Model to the Rhine Capitalism, from the Angloamerican model, emphasizing the freedom of individuals to engage in economic activities, to China's state capitalism where a communist Party coexists with State-owned enterprises and the downstream industries are largely open to private competition, from the “oligarchical capitalism” prevailing in the Arab world to the Italian experience of family business and SMEs till the case of India, another high-growth country, which –like China- has also not quite followed the economic orthodoxy in a systematic manner.

The discussion will then focus on whether, among the variety of different capitalisms existing in the world, there are lessons learned on how to ensure economic performance, sustained growth and sustainable development for both companies and nations even in a difficult scenario.

Successful capitalism might have different features, but it has to be sustained by enterprises and always needs vision, inspirational comebacks and bravery.

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PROGRAM

- 10.00 a.m. **Welcome speech** **GIOVANNI GIAVAZZI**
President Carlo Pesenti Foundation
- 10.05 a.m. **Opening speech** **GIAMPIERO PESENTI**
- 10.15 a.m. **“Capitalisms”**
- Opening remarks** **GUIDO CORBETTA**
AldAF-Alberto Falck Professor of Strategic Management in Family Business, Professor of Corporate Strategy, Bocconi University
- Panelists**
- SHAIKHA AL MASKARI**
Chairperson of Al Maskari Holding, Abu Dhabi
- TAOTAO CHEN**
Tsinghua University, People's Republic of China
- GABRIELE GALATERI DI GENOLA**
Chairman Assicurazioni Generali and Chairman of the Corporate Governance Committee for the Italian Stock Exchange
- BASANT KUMAR GUPTA**
Ambassador of India to Italy
- IVAN LANSBERG**
Academic Director of Family Enterprise Executive Programs, Kellogg School of Management
- UGO PARODI GIUSINO**
CEO and Co-founder of Mosaicoon.
- Moderator** **GIANNI RIOTTA**
Columnist La Stampa, Visiting Professor Princeton University
- 12.15 a.m. **“Enterprises”** **ALEX ZANARDI**
Paralympics London 2012 handcycling gold medalist
- 12.45 a.m. **End of meeting** **CARLO PESENTI**

Guido Corbetta



Full Professor of Strategic Management and AldAF-Alberto Falck Professor of Strategic Management in Family Business. Senior faculty member of the SDA Bocconi Strategic and Entrepreneurial Management Department. He has been Dean of Bocconi Graduate School (2007-2010). He has been research fellow and visiting professor at IESE and EAE in Barcelona, AESE in Lisbon, Loyola University in Chicago. He is member of the editorial committee of Entrepreneurship Theory and Practice, Family Business Review. Founding Partner (since 2000) of the International family business Consulting Group with offices Chicago, Atlanta, Barcellona, San Paolo, Tel Aviv, Milano and Managing Director (since 2007) of the consulting firm Partners. Member of the Board of Directors of a number of Italian companies.

Gabriele Galateri di Genola



Chairman of Assicurazioni Generali since 2011 and Chairman of the Corporate Governance Committee for the Italian Stock Exchange. He holds a degree in Law and an MBA from Columbia University. He was appointed CEO of IFIL in 1986 and CEO and General Manager of IFI in 1993; subsequently, in 2002, he was appointed CEO of Fiat. From 2003 to June 2007 he was Chairman of the Board of Directors of Mediobanca. From 2003 to 2010 he was Deputy Chairman and a member of the Board of Directors of Generali. He also was Chairman of TIM Brasil Serviços e Participações S.A, and a non-executive Board Member TIM Participações S.A .

At the moment, he is member of the Board of Telecom Italia S.p.A. (Chairman from 2007 to 2011) , Italmobiliare S.p.A., Azimut-Benetti S.p.A, SAIPEM SpA, Lavazza SpA, and Edenred S.A. He is Chairman of the Executive Committee of the Italian Institute of Technology, Chairman of Marcianum Foundation and Member of the International Advisory Board of Columbia Business School.

Basant Kumar Gupta



Ambassador of India to Italy and Permanent Representative of India to FAO, IFAD and WFP since May 2013. Having joined the Indian Foreign Service, as a career diplomat, in 1979, Ambassador Gupta has a rich experience of over three decades in diplomacy and international relations. During this period, he has served in different world capitals and the Ministry of External Affairs in New Delhi. He held significant positions in Tunis, Hong Kong SAR and Macao SAR of the People's Republic of China, San Francisco, Algiers and Paris. Graduated in chemistry, he specialized in French Studies at Sorbonne University and L'Institut de Tourain. Author of book "Timeless Wisdom from Ancient India" which is devoted to ancient Indian scriptures, he wrote also a text on "Eternal Beauty and Infinite Joy", an introduction to the Ramayana, one of the great Hindu epics.

Ivan Lansberg



Direttore accademico dei programmi executive in tema di aziende familiari presso la Kellogg School of Management, Ivan Lansberg è co-fondatore e senior partner di Lansberg, Gersick & Associates LLC, società di ricerca e consulenza specializzata in aziende familiari. È stato in precedenza professore presso la Yale School of Management e la Columbia University Graduate School of Business. Cresciuto in una realtà imprenditoriale familiare in Venezuela, è stato tra i fondatori del Family Firm Institute, nonché il primo direttore della Family Business Review. Tra i suoi libri “Succeeding Generations” e “Generation to Generation”, entrambi pubblicati dalla Harvard Business School Press (1999), si focalizzano sui temi della successione e della continuità e sulle sfide che attendono le aziende familiari. I suoi lavori sono apparsi su numerose testate, tra cui The New York Times, The Wall Street Journal, The Economist, BusinessWeek, Fortune e Family Business. La sua esperienza in tema di aziende familiari ha riguardato aziende negli Stati Uniti, Canada, Asia, Europa e Sud America.

Ugo Parodi Giusino



Ugo Parodi Giusino is Chairman, CEO and founder of Mosaicoon S.p.A., one of the most innovative companies in online advertising in Europe (www.mosaicoon.com). Born in Palermo in 1981, he specializes in digital cinema and new media. From 2001 to 2006, he realizes several video productions which lead him to realize and manage for a year VVTV.it, one of the first projects of web television in Italy, described by the newspaper 'Repubblica', "the Italian Youtube with quality videos", a web platform with thousands of users and 24 thematic channels. He has been one of the first to grasp in Italy the potential of online video and in 2007, at the age of 26, founds Belsito Media s.r.l. developing a model particularly new of online advertising thanks to the use of viral videos (captivating to such an extent to encourage users to diffuse them), and in 2007 the company is selected to participate to the National Innovation Prize. In 2008, an international campaign of the company based in Palermo, is mentioned as one of the most innovative advertising campaigns of the year along with giants such as Adidas and Diesel. In 2009 he obtains the first investment of Venture Capital in Sicily and changes the company into a Ltd. (S.p.A.), changing name in Mosaicoon. Presently Mosaicoon follows some of the most important international brands developing online campaigns all over the world, also thanks to a network with more than 150 millions of users. Mosaicoon -now based in Palermo, Rome, Milan and London- in 2011 is mentioned as one of the 20 most innovative companies in Italy in the report "Fattore Internet" by Boston Consulting Group for Google. In 2012 Mosaicoon is awarded with the prize "Start Up dell'anno" and wins the prize "Ok Italia 2012" of Unicredit Group. Mosaicoon is also awarded with the prize of "Start Up Nation" organised by the Israelian embassy that awards the most innovative companies in Europe and the prize "Bright Future Ideas Vision for Growth" bestowed by UK Trade & Investment, as start up with the greatest potential of internationalization. In 2013 the company is awarded the "Premio dei Premi" by the President of the Republic Giorgio Napolitano, in occasion of the ninetieth anniversary of the CNR (National Research Council).

Gianni Riotta



Gianni Riotta is a permanent member of the Council on Foreign Relations. Columnist for “Foreign Policy” and “La Stampa” newspaper, he is visiting professor at Princeton University, Luiss Rome University and Imt (Institute for Advanced Studies) Lucca, working on Big Data and politics. In 2008, Foreign Policy and Prospect included Gianni Riotta in their ranking of “world 100 global thinkers”. He was Editor at Tg 1 Rai (Italy's main TV news program) and Il Sole 24 Ore, Deputy Editor at La Stampa and Corriere della Sera. He has contributed articles to The New York Times, Le Monde, The Washington Post, Foreign Policy, The Wall Street Journal, ABC, NBC, CNN. His books have been translated in many languages (“Prince of the Clouds” 1997, “NY diario di una guerra” 2001, “La I Guerra Globale” 2003, “Le cose che ho imparato” 2011, “Il web ci rende liberi?” 2013). His last book “Giocare da uomo”, written with the captain of Inter football team Javier Zanetti, celebrate the captain's 40th birthday, collecting snippets of his life, tales of his family, stories of poverty and hard work. Since January 2014, Gianni Riotta is presenting a new TV program on Rai Storia, focusing on main historical events and their impact on contemporary news.

Alex Zanardi



Winner of two gold medals at the London Paralympics (handcycling) in 2012, winner of two CART championship titles in North America in 1997 and 1998, Formula 1 driver, he has attracted widespread praise for his return to competition in the aftermath of the crash in Lausitzring in 2001. Since then his story has served as an inspiration for many. In 2010 he conducted on Rai Tre (major channel of Italy's national public broadcasting company) the TV program "If tomorrow. When the man creates the future", focusing on scientific issues. Since October 2012 he is conducting the TV program "Challenges" (on Rai Tre), commenting on exceptional sports events/stories. Together with Gianluca Gasparini, journalist at "La Gazzetta dello Sport" he co-wrote the book "Però, Zanardi da Castelmaggiore!" (2003), about racing success, adversity, and courage. Zanardi has founded the Association "Bimbingamba" (an Italian wordplay which translates literally as 'kids on legs' where "on legs" is a saying meaning "cool and smart") to make artificial limbs for children who have undergone amputations and do not have access to proper healthcare. Since September 2013, he is the Chairman of Vodafone Italy Foundation.