

VIAGGIO STUDIO – USA 2004

(22/29 MAGGIO 2004 – SAN FRANCISCO E LAS VEGAS)

IL PROGRAMMA DI VIAGGIO

DATA	MATTINA	POMERIGGIO	SERA
22 Maggio Sabato Falconara Roma Philadelphia San Francisco	Ore 5,15 – Ritrovo all'Aeroporto di Falconara Ore 6,40 - Partenza da Falconara Arrivo a Roma ore 7,40 Ore 11,15 partenza per Philadelphia	Ore 15,05 - Arrivo a Philadelphia Ore 17,45 – Partenza per San Francisco	Ore 20,54 – Arrivo a San Francisco, trasferimento in bus, sistemazione presso l' Hotel Renaissance Park 55 .
23 Maggio Domenica San Francisco	Giornata libera per la visita della città		
24 Maggio Lunedì San Francisco	Ore 7,00 - Partenza in bus per l'Università di Berkeley . Ore 8,45 – Caffè di benvenuto Ore 9/11 - lezione del Prof. Stephen Cohen sul tema: <i>“L'economia della Silicon Valley: quali prospettive? Imprenditorialità, innovazione e venture capital”</i> Ore 11,00/11,15 – Coffee break Ore 11,15/12,15 – lezione del Prof. Michael Borrus sul tema: <i>“Strategie e Management del venture capital”</i> ore 12,15 – pranzo ore 13,15 – chiusura dei lavori	Ore 13,30 – Trasferimento a Redwood City Ore 15 - Visita alla Digital Persona Ore 17 – Fine visita Ore 17,30 – Rientro a San Francisco	Ore 19,30 - Cena al Ristorante “Cafè Tiramisù” con ospiti alcuni imprenditori locali <i>Cafè Tiramisù</i> 28 Belden Pl. San Francisco, CA 94104, Tel. 415-421-7044
25 Maggio Martedì San Francisco	Ore 7,00 - Partenza in bus per l'Università di Berkeley . Ore 8,45 – Caffè di benvenuto Ore 9/10 - lezione del Prof. Jerome Engel sul tema: <i>“Il processo imprenditoriale americano dell'High Tech”</i> Ore 10/11 – lezione del Prof. Ganesh Iyer sul tema: <i>“Branding e strategia di prodotto nei mercati dell'HighTech”</i> <i>“Lettura: Caso INSEAD – Intel Inside”</i> Ore 11,00/11,15 – Coffee break Ore 11,15/12,15 – lezione del Prof. Mark Hebert sul tema: <i>“Outsourcing and Offshoring”</i> Ore 12,15 – pranzo Ore 13,15 – chiusura dei lavori	Ore 13,30 – Trasferimento a Redwood Shores Ore 14,30 – Visita alla Oracle Ore 16,30 – Fine visita Ore 17,30 – Ricevimento con il Console Generale d'Italia (Dott. Francesco Sciortino)	Ore 19,30 – Cena presso il Ristorante “Palio d'Asti” con ospite il Console Generale e gli imprenditori italiani attivi nella Bay Area <i>Palio d'Asti</i> 640 Sacramento Street, San Francisco, CA 94111 Tel. 415-395-9800

DATA	MATTINA	POMERIGGIO	SERA
<p>26 Maggio Mercoledì San Francisco Las Vegas</p>	<p>Ore 7,00 – Check out e partenza per Scotts Valley</p> <p>Ore 10,00 – Visita alla Escort Memory System</p> <p>Ore 11,30 – fine visita</p> <p>Ore 12,30 – Trasferimento a Palo Alto</p>	<p>Ore 14,00 – Visita alla Hewlett-Packard</p> <p>Ore 16 – Fine visita</p> <p>Ore 16,30 – Trasferimento all'Aeroporto di San Francisco</p> <p>Ore 21,05 – Partenza per Las Vegas</p>	<p>Ore 22,28 – Arrivo a Las Vegas, sistemazione presso l'Hotel MGM Grand</p> <p>(il rientro in Italia è previsto per Venerdì 28 Maggio o Sabato 29 Maggio)</p>



Gruppo Giovani Imprenditori

INFORMAZIONI SULLA PARTE FORMATIVA

Le lezioni si terranno presso l'**Università di Berkeley** (*Faculty Club - Howard Room*).
Per informazioni: www.berkeley.edu

- I docenti -

Stephen S. Cohen

Professor of Regional Planning at the University of California at Berkeley
Co-Director of the Berkeley Roundtable on the International Economy (BRIE)

Stephen S. Cohen is Professor of Regional Planning at the University of California at Berkeley, and Co-Director of the Berkeley Roundtable on the International Economy (BRIE). He has extensive experience as an international economic consultant, having worked abroad with the OECD, the United Nations, the governments of France and Denmark, the Prefect of Paris, and the presidents of Columbia and Spain, as well as with several major European and Japanese corporations. In the United States, he has consulted to the White House, the Joint Economic Committee of the US Congress, the House Banking Committee, the Senate Committee on Governmental Affairs, and the Department of Commerce, and with several major and smaller corporations. Professor Cohen's numerous articles have appeared in such diverse journals as The American Economic Review, the Harvard Business Review, Foreign Affairs, The Los Angeles Times, The New York Times, The Wall Street Journal, Le Monde, and El Pais. His books include: *The Tunnel at the End of the Light: Privatization in Russia*, with Andy Schwartz; *Corporate Governance and Globalization*, with G. Boyd; *The Global Economy in the Information Age*: with Fernando Henrique Cardoso and Manuel Castells, Reading Our Times, ed., with Michael Boskin, Richard Darmon, J. K. Galbraith, *Manufacturing Matters: The Myth of the Post Industrial Economy*, with John Zysman.

Michael Borrus

Managing Director of The Petkevich Group

Mr. Borrus is Managing Director of The Petkevich Group, a San Francisco-based merchant bank providing financial advisory services and investment capital to growth companies in life sciences and information technology. Mr. Borrus is an Adjunct Professor in UC Berkeley's College of Engineering (on leave). Prior to joining The Petkevich Group, Mr. Borrus was Co-Director of the Berkeley Roundtable on the International Economy (BRIE) at the University of California, Berkeley, and a partner in Industry and Trade Strategies, a business consultancy. As a financial advisor and consultant, Mr. Borrus has worked with a wide variety of firms and governments in the United States, Asia and Europe. His clients have included both large multinational corporations and numerous technology startups. Much of his work has focused on how business models need to adjust, financially and strategically, to successfully exploit new market opportunities or to adapt to new technologies and new competitors. Mr. Borrus is the author of three books and over 70 chapters, articles and monographs on a variety of topics including management of technology, high technology competition, international trade and investment, and financial strategies for technology companies. He is a frequent speaker before corporate and public audiences, and has appeared in numerous media outlets from CNN and NPR to Business Week and the New York Times. Mr. Borrus serves on the Advisory Committee to the U.S. Government's Advanced Technology Program (ATP), several National Research Council Steering Committees, and the faculty committee overseeing U.C. Berkeley's Management of Technology Program. He is an honors graduate of Harvard Law School, the University of California, Berkeley and Princeton University, and a member of the California State Bar.



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Jerome S. Engel

*Founder and Executive Director of the Lester Center for Entrepreneurship and Innovation
Faculty Member of the Haas School of Business at the University of California at Berkeley*

Jerome Engel is the founder and Executive Director of the Lester Center for Entrepreneurship and Innovation at the University of California at Berkeley, and a member of the Faculty of the Haas School of Business at the University, where he lectures on Entrepreneurship, Venture Capital and Technology Commercialization. He also is a General Partner in Monitor Ventures, LLC, a new venture firm being organized in collaboration with the Monitor Group. Prior to joining the University in 1991, Mr. Engel had a distinguished career in helping commercialize emerging technologies through the creation of venture capital funded ventures as the founder and Managing Partner of Ernst & Young's Entrepreneurial Services practice in the Bay Area. He has been active a broad array of technology sectors including IT, Telecommunications, Biotech and Medical Devices. Jerry is active in helping entrepreneurs [including his students] succeed and currently serves several on the Board of Directors or Advisors.

Prof. Ganesh Iyer

*Associate Professor
Haas School of Business, University of California, Berkeley*

Professor Ganesh Iyer is currently Associate Professor at the Haas School of Business, University of California at Berkeley. He teaches the elective in High Technology Marketing Management in the MBA and the EWMBA programs. He has also taught courses in Business to Business Marketing and Marketing Management and Policy. Professor Iyer's research interests involve the marketing of information, electronic markets and Internet institutions and coordination and contractual issues in distribution channels.

Marc Hebert

Executive Vice President, Marketing & Alliances for Sierra Atlantic

Marc serves as Executive Vice President, Marketing & Alliances for Sierra Atlantic, a systems integrator and leader in offshoring enterprise applications. Prior to his appointment in 1999, he served on Sierra Atlantic's Board of Directors. Previously, Marc spent 11 years at Oracle in various executive positions. He was Oracle's first Chief Information Officer. He created Oracle's Internal Audit division, launched the Oracle Manufacturing and Human Resources product development organizations, and built the Oracle Worldwide Alliances Technology Services Organization. Prior to Oracle, he spent 11 years with Arthur Andersen managing large systems implementation projects for health care providers. He received a bachelor of science degree in experimental psychology from Harvard University, and an MBA from Stanford University.



Gruppo Giovani Imprenditori

INFORMAZIONI SULLE VISITE AZIENDALI

- 1) Digital Persona, Inc.** **Redwood City**

(805 Veterans Boulevard, Suite 301 - Redwood City, CA 94063)
Ref. Ing. Fabio Righi, President & CEO -
fabioR@digitalpersona.com
www.digitalpersona.com
- 2) Oracle Corporation** **Redwood Shores**

(500 Oracle Parkway - Redwood Shores CA, 94065
Corporate Phone: 650.506.7000)
www.oracle.com
- 3) Escort Memory Systems** **Scotts Valley**

(170 Technology Circle, Scotts Valley, CA 95066)
Ref. Ing. Luciano Mattioli, President e CEO
lmattioli@ems-rfid.com 831 438 7000 ext. 219
www.ems-rfid.com
- 4) Hewlett-Packard Company** **Palo Alto**

(HP R&D Center, 1501 Page Mill Road , Building #3,
Palo Alto, CA 94034)
Ref. Walter Reichert walter.reichert@hp.com
650 857 2032
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