



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

Department  
of Management



Robert J. Trulaske, Sr.  
College of Business  
University of Missouri

Summer Business Program  
**SPECIAL EVENT May 30<sup>th</sup> 2022**  
**20<sup>th</sup> anniversary MIZZOU-UNIBG**

Aula Magna Sant'Agostino – Bergamo – 9:00-12:00 a.m.

**A.1- INSTITUTIONAL UNIBG (9:00 – 9:30 a.m.)**

Opening and welcome:

Prof. Sergio Cavalieri – Rector

Prof. Giovanna Zanotti – Head of Department of Management

Dr. Elena Gotti – International Office

Prof. Mauro Cavallone

Prof. Chuck Franz

**A.2 ROUND TABLE: (9:30 – 10:15 a.m.)**

“How Italy and United States changed in the last 20 years”

Dr. Oliviero Bergamini Deputy Editor in chief Rainews24: "From Sanyo to insanity: the camera-phone and the end of truth"

Prof. Mauro Cavallone: “Back to the future”: 20 years of Italian consumption evolution at a glance

Moderator: Prof. Laura Viganò

**Break (10:15 - 10:35 a.m.)**

**B: AMONG FRIENDS 10:35 – 11:25 a.m.**

“E vent’anni sembran pochi...” (Bufalo Bill Italian song)

Prof. Ulisse Belotti: "Humans, not places, make memories"



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Prof. Chuck Franz: “The pioneer of our partnership”

Interventions from former UNIBG and MIZZOU Professors flash back 20 years: Professors tell their memories and anecdotes

From UNIBG:

Short interventions by: Daniela Andreini, Davide Castellani, Francesca Magno, Giovanna Zanotti, Luca Carollo  
Some memories from Mauro, Laura, Jean Pierre Paelink.

From Mizzou:

Chuck Franz, Shannon Breske, Ken Shaw, Joel Poor (+ videos)

### **C: TOP STORIES (11:25 - 11:40 a.m.)**

“E qualcosa rimane...” (“Rimmel” - Italian song)

ITA and USA students talk about themselves

Giada Zambelli (BU):

Enzo De Chiara (BU) and his wife Nina (MU),  
Veronica Sguera, (BU) (video)

### **CONCLUDING: (11:40 - 11:55 a.m.)**

The Eye of the Tiger

### **12:00 a.m. RECEPTION**

**1:00 p.m. BUS for down town Bergamo Caniana**