

Bringing Italy to Massachusetts...and Massachusetts to Italy

<i>Putting Knowledge into Action...</i>	Innovation Study Tour AGENDA
	Boston, Massachusetts 1st – 8th October 2011 FINAL
Background	
Boston is considered the #1 Innovation City in the World. Massachusetts repeatedly ranks as the most innovative State in the United States. The New England region is considered a hotbed of innovation interaction among entrepreneurs, investors, premier research universities, start-up companies and NGO's. After careful assessment, COFIMP has selected Boston the 2011 venue for the Study Tour – the culmination of months of executive management education. 55+ executives and faculty representing four business/training schools in Northern Italy will enjoy a weeklong tour of the Boston Innovation landscape.	
<i>Principals:</i> <i>Dr. Maurizio Sarmenghi, Director of the Executive Education Programmes [COFIMP]</i> <i>Dr. Andrea Greco, General Manager [FOREMA]</i> <i>D.ssa Emanuela Pezzi, General Manager [NUOVA DIDACTICA – MODENA]</i> <i>D.ssa Paola Careddu, General Manager [CERFORM – SASSUOLO]</i>	
The Boston Innovation Tour is organized in 10 Modules which include windows into several Universities (i.e., MIT, Harvard, Babson College and Olin College of Engineering), companies (e.g., IBM and INTEL) as well as associations and institutes. It is intended to survey the local innovation branding, activities of start-up companies, the changing roles of executive managers from the perspective of the City of Boston, the Commonwealth of Massachusetts and the New England Region. Care has been taken to position all in a global context and future management challenges. Five Case Stories are designed to feature in-depth perspectives into different industries, including stories from executives/founders, tours and one academic perusal of a successful Indian company. Executives will be provided an opportunity to perform a Knowledge Innovation Assessment of their own companies and share insights and lessons gleaned from the week activities. This will be the beginning of a long and fruitful international dialogue.	
	

Detailed AGENDA

Saturday	1st October 2011	
18:25	Arrival at Boston International Airport Welcome Boston and Customs Check-In (Terminal E) Lufthansa LH 424 Transport to Hotel: BostonCoach https://www.bostoncoach.com	Host: Debra M. Amidon , ENTOVATION International Ltd. [M: 978.404.9396] Patti Cheever , Manager, Specialty Services [T: 617.563.5192]
19:00	Hotel Check-In – Boston Marriott Long Wharf [Location: 296 State Street, Boston, MA 02109] http://www.marriott.com/bostlw	Joseph Souza , Director of Event Planning, Marriott [T: 617.371.9611]
20:30	Welcome in Hotel Lobby	Host: Luciano Mascari , Co-Founder, AbyssPM [M: 781-864-1243]
21:00+	Dinner on your own – Recommended: Faneuil Hall Marketplace	

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Sunday	2nd October 2011	
8:00	Breakfast on your own	
9-12:00	Tourist Options: ▪ City Tour Trolley or Duck Tours ▪ Freedom Trail ▪ Tour of USS Constitution ▪ Tour of the Boston Museum of Science ▪ Church - Old North Church; St. Leonard	
12-14:00	Lunch – Recommended near Prudential Center or Copley Square	
14:00-15:30	More Tourist Options ▪ Fenway Park Tour ▪ Institute of Contemporary Art ▪ Isabella Stewart Gardner Museum ▪ Boston Museum of Fine Arts ▪ New England Aquarium	
15:30-17:00	Convening: MIT 150 Museum [Location: 265 Massachusetts Avenue Cambridge, MA 02139]	
17:00-17:30	Walk to MIT	
17:30-19:00	Innovation Tour Briefing ▪ Maurizio Sarmenghi, COFIMP ▪ Dr. Piero Formica, International Entrepreneurship Academy ▪ Debra M. Amidon and Lynne Schneider, ENTOVATION [Location: MIT – Building 66/Room 110 25 Ames St, Cambridge, MA 02139]	Hosts: Elisa Dell'Oglio , PIB Coordinator and Francesco F. Daniele , Boston World Partnerships
19:00+	Recommended Dinner Destination – Boston's Historic North End (aka 'Little Italy') http://www.northendboston.com/ http://boston.cbslocal.com/guide/a-guide-to-bostons-little-italy-the-north-end/	

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Monday	3rd October 2011	
8:30	Bus leaves PROMPTLY from Long Wharf Marriott	
9:00 – 12:00	Module #1: Massachusetts Institute of Technology [MIT] ▪ Entrepreneurship and Innovation at MIT"– Ed Roberts ▪ Media Lab – Speaker TBD ▪ MIT Italy – Serenella Sferza ▪ Open Courseware Program – Cecelia D'Oliveira ▪ Rapid Fire e-Center Presentations [Location: The Media Lab - E14-633 - the corner of Amherst Street and Ames Street, Cambridge, MA]	Hosts: William Aulet , Director, Entrepreneurship Center Allison Munichiello , Director, Regional Entrepreneurship Acceleration Program
12:00-12:15	Short walk to the MIT Entrepreneurship Center	
12:15-13:30	Lunch with MIT Italian Students [Location: MIT e-Center, E40- 160, 1 Amherst St., Cambridge, MA 02142]	
13:30–13:50	Bus leave PROMPTLY from MIT to City Hall	
13:50–14:20	Exhibit: Design Museum Boston [Location: City Hall One City Hall Square, Boston, MA 02201]	Hosts: Sam Aquillano , and Derek Cascio Co-founders and Directors
14:20-14:30	Short walk from City Hall to State Street	
14:30-16:00	Module #2: Boston's Innovation District ▪ Mike Turillo, Vice Chairman of Spencer Trask Collaborative Innovations [Moderator] ▪ John Harthorne - MassChallenge ▪ Bobbie Carlton – Massachusetts Innovation Nights and BREW ▪ Eric Graham – Director of TechBridge, Fraunhofer Center for Sustainable Energy Systems ▪ Ted Acworth – Founder and CEO, Artaic ▪ Sam Aquillano and Derek Cascio, Co-Founders of Design Museum Boston [Location: Conference Center, 2nd Floor, 53 State Street, Boston MA 02109]	Host: Ettore Santucci , Partner, Goodwin Procter LLP
16:00-17:30	Case Story A: Legal Sea Foods Roger Berkowitz , CEO [Same location]	Host: Doug Banks , Publisher, MHT
17:45	Bus leaves PROMPTLY for Long Wharf Marriott	
18:00+	Recommended Dinner Destination: Faneuil Hall Marketplace or Fan Pier	
Tuesday	4th October 2011	
8:00	Bus leaves PROMPTLY from Long Wharf Marriott	
8:30- 9:45	Module #3: Harvard University ▪ Campus Tour by Crimson Key Society Danny Bicknell and Kathleen Goodwin, Guides [Location: Wadsworth House, Harvard University, 1341 Massachusetts Avenue, Cambridge, MA 02138]	Hosts: Jackie O'Neill , Harvard University Marshal Sarah Spetz , Administrative Assistant
9:45	Bus leaves PROMPTLY for Kendall Square	

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10:00-11:00	Case Study: Mindtree [India] 'A Community of Communities' ▪ Professor David Garvin, Harvard University [Location: Salon 5. 6 and 7, The Cambridge Marriott, Two Cambridge Center, 50 Broadway, Cambridge, Massachusetts 02142]	Sponsor: Mike Turillo , Vice Chairman, Spencer Trask Collaborative Innovations
11:00 – 11:30	Régional Focus: New England Board of Higher Education [NEBHE] ▪ Dr. Michael Thomas, President, NEBHE	
11:30-12:30	Lunch at the Food Court	
12:30 – 14:00	Module #4: Kendall Square Dialogue ▪ Welcome: Jim Kappel, General Manager, Cambridge Marriott, Member of the Board of the Kendall Square Association ▪ Geoff Mamlet - Cambridge Innovation Center and Principal, New Atlantic Ventures ▪ Sarah Gallop. MIT and Member of the Board of the Kendall Square Association ▪ Joe Tulumieri - Cambridge Redevelopment Authority, Member of the Board of the Kendall Square Association ▪ Joe Maguire – Alexandria Real Estate Equities, Member of the Board of the Kendall Square Association ▪ Peter Abair, Director, Economic Development & Global Affairs, MassBio [Location: Salon 5. 6 and 7, The Cambridge Marriott, Two Cambridge Center, 50 Broadway, Cambridge, Massachusetts 02142]	Host: William Ghormley , Senior Vice President, Business Development, Xconomy
14:15	Bus leaves PROMPTLY for The State House	
14:30 – 16:00	Leadership over Time ▪ Welcome – Rep. Ronald Mariano. House Majority Leader ▪ Italian Heritage month ▪ The Innovation Revolution ▪ Tour – State House Historian [Location: Members' Lounge, 3rd floor, The State House, 24 Beacon Street, Boston, MA, 02108]	Hosts: State Representative James Miceli and Margaret Wilson , Chief of Staff
16:15	Bus leaves PROMPTLY for Long Wharf Marriott	
16:30-19:00	Free Time	
19:00	Recommended: Harpoon Brewery [Location: 306 Northern Avenue, Boston, MA 02210]	
20:00+	Dinner: Recommended Destination Legal Seafood Harborside [Location: 270 Northern Avenue, Liberty Wharf Boston, MA 02210]	

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Wednesday	5th October 2011	
8:00	Bus leaves PROMPTLY from Long Wharf Marriott	
9:00 – 10:30	Module #5: Babson / Olin ▪ Entrepreneurship Ranking - Sara Sykora, Chief Marketing Officer ▪ Janet Strimaitis, Managing Director of the Blank Center for Entrepreneurship ▪ Joanne Kossuth, VP and CIO, Olin College of Engineering/Innovation [Location: Olin Hall Room 129, Babson College 231 Forest St, Wellesley Hills, MA 02481]	Host: Len Schlesinger , President, Babson College
10:40	Bus leaves PROMPTLY for Waltham, MA	
11:00-12:00	Module #6: IBM Innovation Center ▪ 100 Year Anniversary Celebration ▪ Smarter Cities/Smarter Planet ▪ Watson [video] ▪ Global Entrepreneurs Program - Eric Apse [Location: 404 Wyman Street, North Entrance, Waltham, MA]	Host: Joseph Perry , Regional Innovation Center Manager USA East Region & Canada
12-13:30	Lunch and Tour of the IIC	
13:30-15:15	Panel: Toward a `GlobalCommonwealth' ▪ A Global Innovation Context: Debra M. Amidon, Founder, ENTOVATION Ltd. ▪ 'Consular' Perspectives: An Emerging Innovation Role - Pascal Marmier, Consul-General, Swissnex - Giuseppe Pastorelli, Consular-General Italy ▪ Reactions: - Fred Mulligan, Vice Chairman, MassEcon - Tom Hopcroft, President and CEO, MassTLC	
15:20	Bus leaves PROMPTLY for Cambridge	
16:00-17:30	Case Story B: Boston Scientific John Abele , Founder of Boston Scientific TEDx Adventure Presentation [Location: Whitehead Institute, McGovern Auditorium 9 Cambridge Center, Cambridge, MA]	Host: John Werner , Curator TEDx and Director Citizen's Schools
17:45	Bus leaves PROMPTLY for Long Wharf	
19:00+	Recommended Dinner Destination: Chinatown	
Thursday	6th October 2011	
5:30 a.m.	Congregate in the Marriot Lobby [Optional]	
6:00-7:15	Module #7: Tour of Legal Sea Foods Quality Control Center [Limit: 20 visitors] [Location: One Seafood Way, Boston , MA 02210 or 306 Harpoon Avenue, Boston, MA 02210]	Host: Alan Dempsey , Sr. VP Operations
8:00	Bus leaves PROMPTLY from Long Wharf Marriott	

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9:00-10:30	Case Story C: Z Corporation [Location: 32 Second Avenue, Burlington, MA 01803]	Hosts: John M. Kawola , CEO, Joe Titlow , VP Product Management & Ed DeArias , VP Global Sales & Services
10:40	Bus leaves PROMPTLY for Foxborough	
11:15-12:30	Case Story D: Patriot's Place Tour, Video, Presentation [Location: The Hall at Patriot Place Foxborough, MA 02035]	Hosts: Bryan Murray , Executive Director or Brent Hensel , Curator
12:30-13:00	Case Story E: Ocean Spray Cranberries [Same Location]	Host: Ken Romanzi , Chief Operating Officer
13:00-14:15	Lunch on your own – NBC, Davio's, Bar Luis et al	
14:15	Bus leaves PROMPTLY for Fish Pier, Boston	
15:00-16:15	Module #8: The Global Scene: Getting Grounded Panel: Getting Grounded - Financial, Legal and Program Management Implications - Diana LaMuraglia, MOITI - Ettore Santucci, Goodwin Procter LLP - Luciano Mascari, Co-founder AbyssPM [Location: MOITI - 212 Northern Avenue, East Building I, Suite 300, Boston, MA 02210]	Host: Bill Clifford , President and CEO, World Boston
16:20	Bus leaves PROMPTLY for Marriott Long Wharf or the MIT Ray Stata Building for lecture	
17:00-19:00	Optional Lecture by Olivero Toscani [Location: MIT Building 26 Room 100, 18 Vassar Street, Cambridge. MA]	Host: Serenella Sferza . MIT Italy
19:00+	Recommended Dinner Destination: Harvard Square	

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Friday	7th October 2011	
8:30	Bus leaves PROMPTLY from Long Wharf Marriott	
9:00 – 12:00	Module #9: Building Collaborative Advantage ▪ Deloitte Consulting – Adriaan Jooste, Global Chief Knowledge Officer ▪ AIM - Kristen Rupert, Executive Director, International Business Council ▪ Boston World Partnerships – Yoon Lee, Executive Director ▪ Massachusetts Technology Collaborative – Chuck Anderson, author <i>An International Strategy for Massachusetts</i> [Location: 07N Training Room AB, 7th floor, 200 Berkeley Street, Boston, Massachusetts 02116]	Host: Erik Dilger , Senior Manager Deloitte Financial Advisory Services
12:15	Bus leaves PROMPTLY for Cambridge	
12:30-15:00	Module #10: Best of Boston [Working Lunch] ▪ Welcome to NERD – Brian Burke, Northeast Director, State Government Affairs at Microsoft Corporation ▪ Citizen's Schools and TEDx Boston/Global ▪ Boston Photo Reflections Case Story F: Participant Strategy Competition The best of COFIMP, FOREMA, NUOVA DIDACTICA MODENA, and CERFORM [Location: Horace Mann Room, Microsoft Northeast R&D Center [NERD], One Memorial Drive, Cambridge, MA 02142]	Hosts: - John Werner , Curator of TEDx and Lynne Schneider , ENTOVATION International Ltd.
15:00	Bus Leaves PROMPTLY for Long Wharf Marriott	
15:15-7:00		
17:00-18:00	Tour Debriefing [Location: Marriott Hotel Long Wharf]	Host: Maurizio Sarmenghi , COFIMP, and Dr. Piero Formica , Dean, International Entrepreneurship Academy
18:30-22:00	Recommended Dinner: The Spirit of Boston Dining Cruises [Price: \$102 inclusive; reservations required] [Location: Rowes Wharf, Boston, MA] http://www.odysseycruises.com/Boston/home	
Saturday	8th October 2011	
	On your own...	
10:00 a.m.	Dedication with Mayor Thomas Menino [Location: Paul Revere Mall]	
12:00-14:00	Lunch: Recommended Oyster Union House [Location: 41 Union Street, Boston, MA 02108]	
14:00-17:00	Recommended Tour: JFK Presidential Library and Museum [Location: Columbia Point, Boston, MA 02125]	
17:00	BostonCoach Luggage Loading	
17:45	Boston Coach leaves PROMPTLY for Airport	
18:20	Check-in at Airport	
20:20	Flight Departure (Terminal E) Lufthansa LH 425	