

>>march 24th

JOIN US ON MICROSOFT TEAMS
FAI CLIC QUI PER PARTECIPARE ALLA RIUNIONE

11.30 -12.30

GUEST MARCO GENELETTI
>ENERGY SENIOR DIRECTOR TENARIS ITALY
"DECARBONIZATION
OPPORTUNITIES FOR HARD TO
ABATE SECTORS"

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FAI CLIC QUI PER PARTECIPARE ALLA RIUNIONE

14,30- 15,30 (2.30-3.30 P.M)

GUEST LEONARDO MARABINI
>BUSINESS & MARKETING ADVISOR
>ADJUNT PROFESSOR OF INTERNATIONAL
MARKETING AND PROJECT MANAGEMENT
SINCE 2016
"LEARNING BY DOING MISTAKES"

**MMII
THM**

2022

BERGAMO
MARCH 24-26 th
2022

WELCOME
TO THE XV
ED. OF
MMII-THM
TWINNING

>>PLAY THE TWINNING |
DIRECTORS INTRO

15 editions in 7 minutes

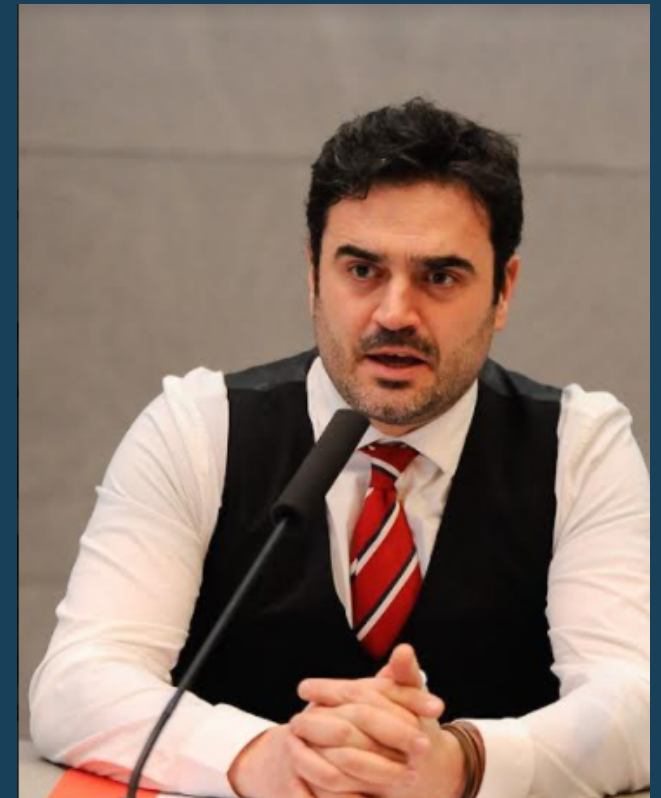
Let's play MMII-THM
twinning presentation by
Prof. Mauro Cavallone &
Prof. Jan Freidank.



MARCO GENELETTI

>> 11.30-12.30

EU decarbonization target is a great opportunity to reposition industrial processes towards a more sustainable carbon footprint. Green transition is possible also for “hard to abate” sectors where a relevant amount of heat, usually from natural gas combustion, is required. Good news and some issue from the steel industry.



LEONARDO MARABINI

>> 2.30-3.30 p.m

We will analyse some emblematic case studies of companies, entrepreneurs, managers and even artists who actually committed big mistakes. Once they failed, they learned the lesson well and made it a key to re-launch their business/activity. Open debate (your takes and opinions are very welcome)