



# International study tour “Innovation, sustainability and competitiveness in a turbulent world”

May 25<sup>th</sup> - 29<sup>th</sup>, 2026 – Department of Economics and Statistics, Udine University, Italy

Coordinator

Luca Brusati

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## Learning objectives

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The international study tour is meant to allow participants in the 27<sup>th</sup> edition of the Master of Business Administration of Lodz University (Poland) to discuss first-hand with Italian business executives how the firms they represent are using innovation and sustainability as levers underpinning their competitive advantage, on the domestic as well as foreign markets.

Upon completion of the study tour, participants are expected to have improved their knowledge and skills in the following competence areas:

- a. Identify opportunities for product and process innovation, also linked to the pursuit of sustainability;
- b. Understand how firms in different industries are addressing the challenges posed by unpredictability on foreign markets;
- c. Select relevant, realistic goals in terms of innovation and sustainability, as well as the most effective and efficient strategies to achieve them.

## Participants

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### Students of the 27<sup>th</sup> edition of the Master of Business Administration of Lodz University (Poland)

1. Agnieszka Ciechalska Logistics Manager, Flextronics Logistics Poland (transportation)
2. Ewelina Dąbrowska Manager, Chemar 2 Holiday Resort Łeba (tourism)
3. Radosław Greczka EMEA Director of Operations Aerospace & Industrial, Ascential Technologies (diagnostic, inspection, and testing solutions)
4. Karolina Kanicka Key Account Manager, JS Hamilton (microbiological and chemical industrial analyses)
5. Edyta Krasoń Head of the Managing Board and Human Resources Director, Cordis Logistics (supply chain solutions)
6. Piotr Laszczyk Sales Manager, YKK Poland (fastening products)
7. Piotr Nowak Head of the Managing Board and Finance Director, Stoelzle Częstochowa (high-end glass containers)
8. Roman Siwak Business Controller, Flint Group Poland (packaging)
9. Adriana Szczęsna Purchasing Department Deputy Manager, PGE Gornictwo i Energetyka Konwencjonalna (coal and energy)
10. Mikołaj Szram Research & Development Manager, MBL Poland (medical devices)
11. Magda Wrześcińska Head of the Psychosocial Rehabilitation Department, Medical University of Lodz (healthcare)

### Staff of the Department of Management of Lodz University (Poland)

12. Justyna Dobroszek MBA Programme Director and Professor of Accounting, Lodz University

### Staff of the Department of Economics and Statistics of Udine University (Italy)

13. Luca Brusati Professor of Management, Udine University

## Detailed programme

### Monday, May 25<sup>th</sup>

| <i>Time</i> | <i>Activity</i>  | <i>Contact person</i> | <i>Notes</i>                             |
|-------------|--|-----------------------|--|
| 10:00       | Meeting at B&B Hotel and walk to the University  | Luca                  | Address: Via Tomadini 30, Udine          |
| 10:30       | Paolo Vidoni – Opening of the international study tour   | Luca                  | DIES “red” meeting room                  |
| 10:45       | Luca Brusati – Development trajectories of the economies of Italy and the Friuli Venezia Giulia Region and learning objectives of the international study tour | Luca                  | DIES “red” meeting room                  |
| 13:00       | Light lunch – “Ai Frati” restaurant  | Luca                  | Address: Piazzetta Antonini 5, Udine     |
| 14:30       | Walk in Udine city centre and visit to the University  | Luca                  |  |
| 15:30       | Bus transfer from Udine to Aquileia  | Luca                  |  |
| 16:30       | Visit to Basilica di Santa Maria Assunta   | Luca                  | Address: Piazza Capitolo 1, Aquileia     |
| 18:00       | Bus transfer from Aquileia to Grado  | Luca                  |  |
| 19:00       | Dinner – “Agli Artisti” restaurant   | Luca                  | Address: Campiello Porta Grande 2, Grado |
| 22:00       | Bus transfer from Grado to B&B Hotel   | Luca                  |  |

### Tuesday, May 26<sup>th</sup>

|       |  |      |   |
|-------|--|------|---|
| 8:30  | Bus transfer to Trieste  | -    |   |
| 9:30  | <b>Meeting at Illy (coffee) - <a href="https://www.illy.com/en-ww/who-we-are">https://www.illy.com/en-ww/who-we-are</a></b><br>David Brussa – Sustainability Manager<br>Vanina Asquini – Coffee Culture Manager, “Coffee University” | Luca | Address: Via Flavia 110, Trieste<br>+39 348 7097928 |
| 12:30 | Bus transfer from Illy to Trieste city centre  | Luca |   |
| 13:30 | Light lunch – “Alla Gioconda” restaurant   | Luca | Address: Via Slataper 12C, Trieste                  |
| 15:00 | Bus transfer from Trieste city centre to Miramare Castle   | Luca |   |
| 15:30 | Visit to Miramare Castle   | Luca | Address: Viale Miramare, Trieste                    |

|       |  |   |  |
|-------|--|---|--|
| 17:30 | Bus transfer from Miramare Castle to B&B Hotel | - |  |
|       | Free evening                                   | - |  |

### Wednesday, May 27<sup>th</sup>

|       |   |      |  |
|-------|---|------|--|
| 9:30  | Meeting at B&B Hotel and bus transfer to Tavagnacco   | Luca |  |
| 10:00 | <b>Meeting at Moroso (furniture)</b> - <a href="https://moroso.it/en/">https://moroso.it/en/</a><br>Massimo Moroso –  | Luca | Address: Via Nazionale 60, Tavagnacco<br>+39 333 1168202       |
| 12:00 | Bus transfer from Tavagnacco to Staranzano  | Luca |  |
| 13:00 | Light lunch – “Locanda Italia” restaurant   | Luca | Address: Via Martiri della Libertà 26,<br>Staranzano           |
| 14:30 | <b>Meeting at Azienda Agricola La Ferula (agriculture)</b> - <a href="https://laferula.it/en/">https://laferula.it/en/</a><br>Francesco Feruglio – Managing Director  | Luca | Address: Via Martiri della Libertà 26,<br>Staranzano           |
| 16:00 | Bus transfer from Staranzano to Gorizia   | Luca |  |
| 16:30 | <b>Meeting with Leonardo (aerospace)</b> -<br><a href="https://www.leonardo.com/en/about/profile">https://www.leonardo.com/en/about/profile</a><br>Francesco Delli Zotti – Training Sales Manager for Leonardo Electronics Division | -    | Address: Via S. Chiara 1, Gorizia<br>Room 1<br>+39 393 5294752 |
| 18:00 | Bus transfer and visits to Piazza Transalpina and Borgo Castello  | Luca |  |
| 19:00 | Aperitive – “Borgocastello3” wine bar   | Luca | Address: Borgo Castello 3, Gorizia                             |
| 19:30 | Bus transfer from Gorizia to San Floriano   | Luca |  |
| 20:00 | Dinner – “Pintar” wineries  | Luca | Address: Località Valerisce 7, San Floriano                    |
| 21:30 | Bus transfer from San Floriano to B&B Hotel   | -    |  |

### Thursday, May 28<sup>th</sup>

|       |   |      |  |
|-------|---|------|--|
| 9:30  | Meeting at B&B Hotel and bus transfer to Solari   | Luca |  |
| 10:00 | <b>Meeting at Solari (electronic signage)</b> - <a href="https://www.solari.it/about-us/">https://www.solari.it/about-us/</a><br>Erika Rojatto – Commercial Back-office | Luca | Address: Via Gino Pieri 29, Udine<br>+39 0432 497292 |

|       |   |      |                                 |
|-------|---|------|---------------------------------|
|       | Marco Livon – Chief Financial Officer       |      | +39 324 0005283                 |
| 12:00 | Bus transfer from Solari to the University  | Luca |                                 |
| 12:30 | Walk to Udine city centre                   | Luca |                                 |
| 13:00 | Lunch – “La Nicchia” restaurant             | Luca | Address: Via Gemona 15, Udine   |
| 14:30 | Walk to the University                      | Luca | Address: Via Tomadini 30, Udine |
| 15:00 | Stocktaking of the international study tour | Luca | DIES “green” meeting room       |
| 15:30 | Award of diplomas                           | Luca | DIES “green” meeting room       |
| 16:00 | Closing of the International Study Tour     | Luca | DIES “green” meeting room       |
|       | Free evening                                | -    |                                 |

**Friday, May 29<sup>th</sup>**

|      |                   |   |  |
|------|-------------------|---|--|
| 9:30 | Departure to Lodz | - |  |
|------|-------------------|---|--|