AGENDA MISSION 2 in MILAN
7\textsuperscript{th} - 11\textsuperscript{th} November 2005
Province of Milan – Palazzo Isimbardi
Via Vivaio 1 – 20159 Milan
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<th>DAY 1 – Monday 7th November 2005</th>
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| **10.30 – 12.30** | **Economic Role of Biotechnologies and Health Sector**  
Plenary Session in SALA BIBLIOTECA |
| **15.00 – 17.30** | **Economic Role of Fashion & Design Sector**  
Plenary Session in SALA BIBLIOTECA |

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<th>DAY 2 – Tuesday 8th November 2005</th>
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| **9.00 – 10.30** | **Labour market – Sectors of new economy sectors**  
Hall: ADIACENTE EX MOQUETTE  
Competitiveness Group | **Regional interdependencies**  
Hall: VIMERCATI’s OFFICE  
Governance Group |
| **11.00 – 12.30** | **Labour market – Traditional sectors**  
Hall: ADIACENTE EX MOQUETTE  
Competitiveness Group | **Cohesion and social inclusion in Milan**  
Hall: VIMERCATI’s OFFICE  
Governance Group |
| **15.00 – 17.30** | **Metropolitan banking system**  
Hall: SALA BIBLIOTECA  
Competitiveness Group | **Local Government Finance/Investments**  
Hall: VIMERCATI’s OFFICE  
Governance Group |

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<th>DAY 3 – Wednesday 9th November 2005</th>
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| **9.30 – 11.00** | **Urban evolution process (How does Milan change?)**  
Plenary Session in Sala Affreschi |
| **11.30 – 13.00** | **Inward investments**  
Plenary Session in Sala Affreschi |
| **15.00 – 16.30** | **Competitiveness of the Milan productive framework. Industrial policies (Challenges and opportunities)**  
Plenary Session in Sala Affreschi |
| **17.00 – 18.30** | **Relationship between Universities and Enterprises**  
Plenary Session in Sala Affreschi |

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<th>DAY 4 – Thursday 10th November 2005</th>
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| **9.00 – 10.30** | **Cultural & Natural amenities in the metropolis**  
Hall: VIMERCATI’S OFFICE  
Competitiveness Group | **Organisation and functioning of local government**  
Hall: SALA BIBLIOTECA  
Governance Group |
| **11.00 – 12.30** | **Urban Mobility**  
Hall: VIMERCATI’S OFFICE  
Competitiveness Group | **Environmentalist**  
Hall: SALA BIBLIOTECA  
Governance Group |
| **15.00 – 16.30** | **Knowledge spillovers – The Urban cluster (Plenary session)**  
Hall: SALA BIBLIOTECA |
| **17.00 – 18.30** | **Flagships initiatives in Milan: the new fair of Rho-Pero (Plenary session)**  
Hall: SALA BIBLIOTECA |

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<th>DAY 5 – Friday 11th November 2005</th>
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<td><strong>9.00 – 17.00</strong></td>
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| **17.30 - 19.00** | **Local Team**  
Hall: SALA BIBLIOTECA |
09.00 – 10.30 OECD Mission - Preparation & Planning (OECD Only)

Welcome Coffee

10.30 – 12.30 **Economic Role of Biotechnologies and Health Sector**

**Topics:**
- Which are the main foreign biotech competitors?
- Are there any problems to recruit qualified staff (researchers)?
- Are the Milanese Biotech and the Health areas linked?
- What do these areas need to improve further?
- Are public investments satisfactory?

**LOCAL PARTICIPANTS:**
- Luigi Ricciardi, IFOM
- Leonardo Vingiani, Director ASSOBIOTEC
- Maria Luisa Nolli, Executive Committee Member, ASSOBIOTEC
- Giorgio Parmiani, Istituto dei Tumori di Milano

**OECD TEAM & INTERNATIONAL EXPERTS:**
- Mario Pezzini, OECD
- Soo-Jin Kim, OECD
- Raffaele Trapasso, OECD
- Rafael Boix, University of Barcelona
- Massimo Iezzoni, Metropolitan Community of Montreal
- Hank Savitch, University of Louisville

**Interpreter:** Lorenzo Paoli

13.00 – 14.30 **LUNCH**

15.00 – 17.30 **Economic Role of Fashion & Design Sector**

**Topics:**
- Foreign competitors
- Recent trends and emerging challenges
- Interaction with other sectors

**LOCAL PARTICIPANTS:**
- Giulio Di Sabato, President ASSOMODA
- Massimo Costa, General Secretary ASSOMODA
- Emilio Genovesi, DOMUS ACADEMY
- Filippo Manetti, Italy & Spain Marketing Director - IED
- Dalia Gallico, President ADI
- Danilo Brondi, ITIA-CNR

**OECD TEAM & INTERNATIONAL EXPERTS:**
- Mario Pezzini, OECD
- Soo-Jin Kim, OECD
- Raffaele Trapasso, OECD
- Rafael Boix, University of Barcelona
- Massimo Iezzoni, Metropolitan Community of Montreal
- Hank Savitch, University of Louisville

**Interpreter:** Lorenzo Paoli
DAY 2 – Tuesday 8th November 2005

9.00 – 10.30 Labour market – Sectors of new economy sectors
Hall: ADIACENTE EX MOQUETTE

Topics:
- Milan capacity to attract and retain talented people: Is the Milan market losing high skilled workers?
- Wage Level (even considering temporary workers): Why is the wage level so low in comparison to other European metropolis?
- Links between firms and academia
- The Role of freelancers in new economy fields
- Public investments in the high-tech area. Which are the sources? Are they enough?

LOCAL PARTICIPANTS:
- Paolo Rosa, Studio Azzurro
- Ermes Cavicchini, CDRL
- Maria Grazia Mattei, MGM Digital

OECD TEAM & INTERNATIONAL EXPERTS (Competitiveness Group):
- Mario Pezzini, OECD
- Raffaele Trapasso, OECD
- Rafael Boix, University of Barcelona

Interpreter: Ludwing

Regional interdependencies
Hall: VIMERCATI’s OFFICE

Topics:
- Economic & Institutional role in the Metropolitan area
- Role of big Municipalities
- Relationships between Milan and its functional region
- Governance problems? (quali istituzioni sono forti all’interno dei distretti)?

LOCAL PARTICIPANTS:
- Rocco Massimo D’Avolio, Mayor of Rozzano
- Danila Pinardi, Vice Mayor of Vimercate

OECD TEAM & INTERNATIONAL EXPERTS (Governance Group):
- Soo-Jin Kim, OECD
- Massimo Iezzoni, Metropolitan Community of Montreal
- Greg Clark, London Development Agency
- Hank Savitch, University of Louisville

Interpreter: Lorenzo

10.30 - 11.00 Coffee break
11.00 – 12.30  **Labour market – Traditional sectors**  
Hall: ADIACENTE EX MOQUETTE  
Topics:  
- Competitiveness of industrial districts (innovation – local job market)  
- Availability of low skilled workers (immigrants, etc. - national policy)  
- Availability of skilled workers in industrial districts (attractiveness of SMEs)  
- Problem related to finance and local banking system  
- The ongoing process of relocation  
- Role of freelancers  

**LOCAL PARTICIPANTS:**  
- Marcello Correra, Central director for economic development, training and employment - Provincia di Milano  
- Antonella Rudoni, President A.L.I.  
- Alberto Duvia, Vice Director A.L.I.  
- Sandro Rosotti, Vice Director A.I.M.B.  
- Stefano Valvason, Director API  

**OECD TEAM & INTERNATIONAL EXPERTS** (Competitiveness Group):  
- Mario Pezzini, OECD  
- Raffaele Trapasso, OECD  
- Rafael Boix, University of Barcelona  

**Interpreter:** Ludwing

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**Cohesion and social inclusion in Milan**  
Hall: VIMERCATI 's OFFICE  
Topics:  
- Social inclusion policies  
- Immigrants  
- Long length unemployed  
- Women (services - daycares)  
- Housing  

**LOCAL PARTICIPANTS:**  
- Gianpietro Borghini, Executive Committee Member for Houses and Public Works – The Lombardy Region  
- Claudio Minoia, The Central Division Director for Social Affairs– The Province of Milan  
- Luisa Anzaghi, - The Elderly People and Residential Structures Department Director – The Municipality of Milan  

**OECD TEAM & INTERNATIONAL EXPERTS** (Governance Group):  
- Soo-Jin Kim, OECD  
- Greg Clark, London Development Agency  
- Massimo Iezzoni, Metropolitan Community of Montreal  
- Hank Savitch, University of Louisville  

**Interpreter:** Lorenzo

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13.00 – 14.30  **LUNCH**
**Metropolitan banking system**
Hall: SALA BIBLIOTECA

**Topics:**
- Competitive strategies of the local banking system
- The rule of the banking system in promoting local entrepreneurship (why Milan lost the new economy revolution?)

**LOCAL PARTICIPANTS:**
- Fabio Bolognini, Banca Intesa
- Fabio Chiavolini, Banca Intesa

**OECD TEAM & INTERNATIONAL EXPERTS (Competitiveness Group):**
- Mario Pezzini, OECD
- Raffaele Trapasso, OECD
- Rafael Boix, University of Barcelona

**Interpreter**: Ludwing

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**Local Government Finance/Investments**
Hall: VIMERCATI’s OFFICE

**Topics:**
- Coordination between private and public finance
- Does Milan has a sufficient amount of capitals to invest?

**LOCAL PARTICIPANTS:**
- Marco Nicolai, General Director Finlombarda
- Marco Morganti, Banca Intesa

**OECD TEAM & INTERNATIONAL EXPERTS (Governance Group):**
- Soo-Jin Kim, OECD
- Greg Clark, London Development Agency
- Massimo Iezzoni, Metropolitan Community of Montreal
- Hank Savitch, University of Louisville

**Interpreter**: Lorenzo
9.30 – 11.00  **Urban evolution process (How does Milan change?)**

**Topics:**
- Are there any useful agreement experiences to build new infrastructures?
- Which are the conflicts reasons of the metropolitan sphere?
- Requalification experiences of brownfields – Which are the subjects involved in their creation? Results? Impacts?
- The most important trends of the urban structure evolution
- The main limitations: financial problems, governance restraints, etc

**LOCAL PARTICIPANTS:**
- Filippo Penati – President - Provincia di Milano
- Luigi Vimercati, Councillor for Labour, Economic activities & innovation - Provincia di Milano
- Sandro Balducci, Politecnico di Milano
- Bruno Dente, Politecnico di Milano

**OECD TEAM & INTERNATIONAL EXPERTS:**
- Mario Pezzini, OECD
- Soo-Jin Kim, OECD
- Raffaele Trapasso, OECD
- Olaf Merk, OECD
- Greg Clark, London Development Agency
- Hans Pluckel, Regio Randtad
- Rafael Boix, University of Barcelona
- Massimo Iezzoni, Metropolitan Community of Montreal
- Hank Savitch, University of Louisville

**Interpreter:** Lorenzo Paoli

10.30 – 11.00 Coffee Break

11.30 – 13.00  **Inward investments**

**Topics:**
- Institutions involved in the process
- Attractiveness of Milan for passive FDI
- Ruolo del mercato immobiliare

**LOCAL PARTICIPANTS:**
- Erminio Giorgio Maria Viganò, President ASMM
- Lucia Piscitello, Politecnico di Milano

13.30 – 15.00  **LUNCH**
15.00 – 16.30 **Competitiveness of the Milan productive framework.**
**Industrial policies (Challenges and opportunities)**

**Topics:**
- Clusters/Industrial districts
- Traditional sectors/New economy

**LOCAL PARTICIPANTS:**
- Luca Colombo, President of the Milan Zone – ASSOLOMBARDA
- Vittorio Biondi, Responsible of the territories and Infrastructures monitoring - Assolombarda
- Piero Bassetti, President Globus et Locus

**OECD TEAM & INTERNATIONAL EXPERTS:**
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- Olaf Merk, OECD
- Greg Clark, London Development Agency
- Hans Pluckel, Regio Randrad
- Rafael Boix, University of Barcelona
- Massimo Iezzoni, Metropolitan Community of Montreal
- Hank Savitch, University of Louisville

**Interpreter:** Lorenzo Paoli

16.30 – 17.00 **Coffee Break**

17.00 – 18.30 **Relationship between Universities and Enterprises**

**Topics:**
- Attractiveness of the local academia for foreigner students
- Benchmarking
- Enterprises spin off from academia
- Governance in the academic system
- Coordination among different Universities

**LOCAL PARTICIPANTS:**
- Enrico Decleva, The Rector of the Studies University of Milan
- G. Sironi Vice Rector of the Studies University of Milan
- Regini Vice Rector for training of the Studies University of Milan
- Vito Moramarco, Professor in Economy of the Sacro Cuore University of Milan
- Andrea Sironi, Bocconi University, Vice Rector of the Luigi Bocconi University

**OECD TEAM & INTERNATIONAL EXPERTS:**
- Mario Pezzini, OECD
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- Raffaele Trapasso, OECD
- Olaf Merk, OECD
- Greg Clark, London Development Agency
- Hans Pluckel, Regio Randrad
- Rafael Boix, University of Barcelona
- Massimo Iezzoni, Metropolitan Community of Montreal
- Hank Savitch, University of Louisville

**Interpreter:** Lorenzo Paoli
DAY 4 – Thursday 10th November 2005

9.00 – 10.30 Cultural & Natural amenities in the metropolis
Hall: VIMERCATI’S OFFICE

Topics:
- Visitors and tourism in Milan
- Availability of c. amenities
- Trend of Supply and Demand
- The Business Culture
- The Culture and Art consumption in Milan
- The Milanese cultural production: its position in the international art market
- The cultural production as integration tool
- Cultural difference in Milan. How can we go out of the “provincial” sphere?
- Businesses/ Banks who promote culture. Which are their image returns?
- What is the University role in the cultural events production?

LOCAL PARTICIPANTS:
- Sergio Escobar, the Milan Piccolo Teatro Manager

OECD TEAM & INTERNATIONAL EXPERTS (Competitiveness Group):
- Raffaele Trapasso, OECD
- Greg Clark – London Development Agency
- Rafael Boix, University of Barcelona

Interpreter: Lorenzo Paoli

Organisation and functioning of local government
Hall: SALA BIBLIOTECA

Topics:
- Budgeting processes and control systems
- Management of the local public workforce and capacity building

LOCAL PARTICIPANTS:
- Giuseppe Cerri, Deputy General Manager of the Province of Milan
- Raffaele Cattaneo, The President Representative – Programme Accomplishment, International and External relationships, – The Lombardy Region

OECD TEAM & INTERNATIONAL EXPERTS (Governance Group):
- Mario Pezzini, OECD
- Soo-Jin Kim, OECD
- Massimo Iezzoni, Metropolitan Community of Montreal
- Hank Savitch, University of Louisville
- Hans Pluckel, Regio Ranstad

Interpreter: Ludving

10.30 – 11.00 Coffee Break
Urban Mobility
Hall: VIMERCATI'S OFFICE

Topics:
- Does congestion affect firms’ productivity? Employers? Foreign investments?
- Is it possible to improve the Milan underground and the other public services?
- Private transportation (road endowment)
- Sustainability of the transportation system
- The mobility of weak people (disabled people, immigrants, young people – Is low mobility creating social segregation?)

LOCAL PARTICIPANTS:
- Giorgio Goggi, Executive Committee Member for Transport and Mobility – The Municipality of Milan
- Luciano Minotti, - The Central Division Director for Transport and Road Network – The Province of Milan
- Massimo Di Marco, CEO Milano Serravalle s.p.A.

OECD TEAM & INTERNATIONAL EXPERTS, (Competitiveness Group):
- Mario Pezzini, OECD
- Raffaele Trapasso, OECD
- Rafael Boix, University of Barcelona

Interpreter: Lorenzo Paoli

Environmentalist
Hall: SALA BIBLIOTECA

Topics:
- Which kind of policy is the local government improving? Any result?

LOCAL PARTICIPANTS:
- Mita Lapi – Lombardy Foundation for Environment
- Emilio De Vita, Direttore Centrale pianificazione e assetto del territorio - Provincia di Milano

OECD TEAM & INTERNATIONAL EXPERTS, (Governance Group):
- Soo-Jin Kim, OECD
- Greg Clark, London Development Agency
- Massimo Iezzoni, Metropolitan Community of Montreal
- Hans Pluckel, Regio Ranstad
- Hank Savitch, University of Louisville

Interpreter: Ludving

13.30 – 15.00 LUNCH
15.00 – 16.30  **Knowledge spillovers – The Urban cluster (Plenary session)**  
Hall: SALA BIBLIOTECA  

**Topics:**  
- Examples of cultural interactions among different branches and sectors  
- Metadistrict policy / District policy  
- Relations between Research centres & firms

**LOCAL PARTICIPANTS:**  
- Attilio Martinetti, Euro Info Centre Director – The Milan Chamber of Commerce  
- Chiara Cattaneo, Euro Info Centre  
- Francesco Jovane, ITIA- CNR Director  
- Danilo Brondi, ITIA- CNR  
- Chiara Tagliaferri, ITIA- CNR

**OECD TEAM & INTERNATIONAL EXPERTS:**  
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- Rafael Boix, University of Barcelona  
- Hans Pluckel, Regio Ranstad  
- Massimo Iezzoni, Metropolitan Community of Montreal  
- Hank Savitch, University of Louisville

**Interpreter:** Lorenzo Paoli

16.30 – 17.00  **Coffee Break**

17.00 – 18.30  **Flagships initiatives in Milan: the new fair of Rho-Pero (Plenary session)**  
Hall: SALA BIBLIOTECA  

**Topics:**  
- City renewal in Milan  
- The new Fair of Rho – Pero  
- Garibaldi/Repubblica Project  
- Focus on the new plan for infrastructures endowment and services

**LOCAL PARTICIPANTS:**  
- Manfredi Catella, CEO Hines  
- Paola Perna, Public Relation Expert - Milan Trade Fair Foundation  
- Enrica Baccini, Responsible of the Study Office - Milan Trade Fair Foundation

**OECD TEAM & INTERNATIONAL EXPERTS:**  
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- Soo-Jin Kim, OECD  
- Raffaele Trapasso, OECD  
- Greg Clark, London Development Agency  
- Rafael Boix, University of Barcelona  
- Hans Pluckel, Regio Ranstad  
- Massimo Iezzoni, Metropolitan Community of Montreal  
- Hank Savitch, University of Louisville

**Interpreter:** Lorenzo Paoli
9.00     Departure from Via Vivaio

10.00 – 17.00 **Site Visit to Industrial District**

→ TRC (Tessitura di Robecchetto Candiani) – Via Varese 85 Robecchetto con Induno (MI)

→ Polo Tecnologico della Brianza - Via Lavoratori Autobianchi /Via Due Palme – Desio (MI)

**LOCAL PARTICIPANTS:**

- Alberto Duvia, Director of A.L.I.

**OECD TEAM & INTERNATIONAL EXPERTS:**

- Mario Pezzini, OECD
- Soo-Jin Kim, OECD
- Raffaele Trapasso, OECD
- Rafael Boix, University of Barcelona
- Hans Pluckel, Regio Ranstad
- Hank Savitch, University of Louisville

**Interpreter:** Lorenzo Paoli

17.30 - 19.00 **Local Team**

Hall: SALA BIBLIOTECA

**LOCAL TEAM:**

- Gabriele Pasqui
- Segio Campodall’Orto
- Sandro Lecca
- Matteo Carminati
- Piergiorgio Monaci
- Carolina Pacchi
- Davide Zanoni

**OECD TEAM & INTERNATIONAL EXPERTS:**

- Mario Pezzini, OECD
- Soo-Jin Kim, OECD
- Raffaele Trapasso, OECD
- Rafael Boix, University of Barcelona
- Hank Savitch, University of Louisville

**Interpreter:** Lorenzo Paoli

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**Contact:** Cristina Terrusi  
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E-mail: c.terrusi@provincia.milano.it