

Bertinoro 4-5 September 2023
Summer Learning Laboratory on:

STRUCTURAL CHANGES, INDUSTRIAL STRATEGY AND POLICY

International scenarios with
a special zoom on Automotive



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Scientific Project:

Prof. Marco R. Di Tommaso (Alma Mater Studiorum - Università di Bologna, EmiliaLab and CiMET)

Prof. Gianluca Marchi (Università degli Studi di Modena e Reggio Emilia and EmiliaLab)

Promoted in collaboration with:



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PART (A) DAY ONE:

(1) Industrial Dynamics; (2) Industrial structural change; (3) Industrial Policy

In the first day invited speakers will present and discuss the global industrial scenario: main actors, principal trends and on-going dynamics. A special focus will be addressed to current structural change processes and future developments in world's industry strategies. We will then draw students' attention to the industrial policy debate, referring to the main on-going challenges as sustainability, innovation, liberalization and competition vs protectionism and economic nationalisms, local and regional development vs international equilibria and dynamics.

HEADINGS PART A

- **Trends and dynamics of world industry:** historical evolution, current positioning and future scenarios;
- **Structural Change and industrial dynamics:** theories and implications for the contemporary global settings;
- **Industrial policy:** theories, practices and challenges for the future.

PART (B) DAY TWO:

The Automotive Industry: (a) actors; (b) trends; (c) dynamics

The invited speakers will introduce and discuss some key topics related to the Automotive industry. Amongst others, a focus will be addressed to current changes and future scenarios in world's car manufacturers' strategies, to understand how the new technological trends may affect production and commercial strategies. We will draw students' attention also to organizational issues that firms in the automotive industry are facing to manage the deep technological transition involving products and processes. A specific view will be given to changes in firms' patenting strategies in front of the wave of new technologies that are interesting the whole car supply chain.

HEADINGS PART B

- **New technology trends, evolving strategies of world car manufacturers:** current positioning and future scenarios;
- **Organizing innovation in car industry:** technological transition calls for organizational transition.
- **Patenting strategies in the automotive industry:** who's innovating what.

For further information please contact dr.ssa Marianna Scaglioso: info@cimet.org

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Faculty

Bernardo Balboni, Università degli Studi di Modena e Reggio Emilia

Marco R. Di Tommaso, Università di Bologna and CiMET

Gianluca Marchi, Università degli Studi di Modena e Reggio Emilia and Emilia Lab

Lorenza Monaco, IIPP UCL and CiMET

Sergio Paba, Università degli Studi di Modena e Reggio Emilia

Chiara Pollio, Università di Ferrara and CiMET

Elena Prodi, Università di Macerata and CiMET

Alberto Rinaldi, Università degli Studi di Modena e Reggio Emilia and CiMET

Mattia Tassinari, Università di Macerata and CiMET

Organizzazione Scientifica

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4 September

9.30-10.30

Introduction: the economic and management perspective

Marco R. Di Tommaso, Unibo and CiMET

10.45-11.45

Analysis of industry dynamics

Mattia Tassinari, Unimc and CiMET

12.00-13.00

The electrification of the automotive industry

Elena Prodi, Unimc and CiMET

13.00-14.30 Lunch break

14.30-15.30

Overview of the automotive global industry

Chiara Pollio, Unife and CiMET

15.45-16.45

German and South African automotive industry

Lorenza Monaco, IIPP UCL and CiMET

17.00-18.00

The Emilia Romagna motorvalley

Alberto Rinaldi, Unimore and CiMET

5 September

9.30-11.00

Will we drive Chinese cars? An overview of China's automotive industry and its prospects

Sergio Paba, Unimore

11.30-13.00

World car manufacturers facing technology shifts: New strategies and future scenarios

Gianluca Marchi, Unimore and Emilia Lab

13.00-14.30: Lunch break

14.30-16.00

Start-up initiatives in the motor vehicles industry and mobility

Bernardo Balboni, Unimore