



## **TERRITORIAL REVIEW - MILAN**

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**AGENDA MISSION 2 in MILAN**  
**7<sup>th</sup> - 11<sup>th</sup> November 2005**  
Province of Milan – Palazzo Isimbardi  
Via Vivaio 1 – 20159 Milan

<b>DAY 1 – Monday 7<sup>th</sup> November 2005</b>		
10.30 – 12.30	<b>Economic Role of Biotechnologies and Health Sector</b> Plenary Session in SALA BIBLIOTECA	
15.00 – 17.30	<b>Economic Role of Fashion &amp; Design Sector</b> Plenary Session in SALA BIBLIOTECA	
<b>DAY 2 – Tuesday 8<sup>th</sup> November 2005</b>		
9.00 – 10.30	<b>Labour market – Sectors of new economy sectors</b> Hall: ADIACENTE EX MOQUETTE Competitiveness Group	<b>Regional interdependencies</b> Hall: VIMERCATI 's OFFICE Governance Group
11.00 – 12.30	<b>Labour market – Traditional sectors</b> Hall: ADIACENTE EX MOQUETTE Competitiveness Group	<b>Cohesion and social inclusion in Milan</b> Hall: VIMERCATI 's OFFICE Governance Group
15.00 – 17.30	<b>Metropolitan banking system</b> Hall: SALA BIBLIOTECA Competitiveness Group	<b>Local Government Finance/Investments</b> Hall: VIMERCATI's OFFICE Governance Group
<b>DAY 3 – Wednesday 9<sup>th</sup> November 2005</b>		
9.30 – 11.00	<b>Urban evolution process (How does Milan change?)</b> Plenary Session in Sala Affreschi	
11.30 – 13.00	<b>Inward investments</b> Plenary Session in Sala Affreschi	
15.00 – 16.30	<b>Competitiveness of the Milan productive framework. Industrial policies (Challenges and opportunities)</b> Plenary Session in Sala Affreschi	
17.00 – 18.30	<b>Relationship between Universities and Enterprises</b> Plenary Session in Sala Affreschi	
<b>DAY 4 – Thursday 10<sup>th</sup> November 2005</b>		
9.00 – 10.30	<b>Cultural &amp; Natural amenities in the metropolis</b> Hall: VIMERCATI'S OFFICE Competitiveness Group	<b>Organisation and functioning of local government</b> Hall: SALA BIBLIOTECA Governance Group
11.00 – 12.30	<b>Urban Mobility</b> Hall: VIMERCATI'S OFFICE Competitiveness Group	<b>Environmentalist</b> Hall: SALA BIBLIOTECA Governance Group
15.00 – 16.30	<b>Knowledge spillovers – The Urban cluster (Plenary session)</b> Hall: SALA BIBLIOTECA	
17.00 – 18.30	<b>Flagships initiatives in Milan: the new fair of Rho-Pero (Plenary session)</b> Hall: SALA BIBLIOTECA	
<b>DAY 5 – Friday 11<sup>th</sup> November 2005</b>		
9.00 – 17.00	<b>Site Visit to Industrial District</b>	
17.30 - 19.00	<b>Local Team</b> 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 8<sup>th</sup> 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? Riesce ad trattenere tutti quelli prodotti all'interno?
- 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
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- Rafael Boix, University of Barcelona

Interpreter: Ludwing

**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 Anzagli, - 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

13.00 – 14.30 LUNCH

15.00 – 17.30 **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

**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

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- Olaf Merk, OECD
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- 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

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- 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

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Interpreter: Lorenzo Paoli



**DAY 4 – Thursday 10<sup>th</sup> 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

11.00 – 12.30 **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.

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- 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

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- 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

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- Greg Clark, London Development Agency
- Rafael Boix, University of Barcelona
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- 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

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- Hans Pluckel, Regio Ranstad
- Massimo Iezzoni, Metropolitan Community of Montreal
- Hank Savitch, University of Louisville

Interpreter: Lorenzo Paoli

**DAY 5 – Friday 11<sup>th</sup> November 2005 (Plenary sessions)**

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:

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- 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:

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- Rafael Boix, University of Barcelona
- Hank Savitch, University of Louisville

Interpreter: Lorenzo Paoli



**Provincia  
di Milano**

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