

## PROGRAMME

### INTERNATIONAL WORKSHOPS

#### WORKSHOP 1

#### The current global economic crisis: challenges and responses in Asia and in the EU

February 1 and 2, 2010

San Giobbe – Venice

Department of Economics

February 1 – (Room 2A):

**14.00 – 14.15 Opening Address**

**Guido Cazzavillan** Chair, Department of Economics

**Roberto Crosta** Venice Chamber of Commerce, Local Development Support Service

**14.30 – 16.00 Session 1 – *Macroeconomics issues***

**Chair: Jacques Jaussaud / Giovanni Balcet**

**Andrea Mairate**, European Commission & Brussels Free University

*Lessons for Asian Integration from Europe*

**Françoise Nicolas**, Centre Asie of the French Institute of International Relations (IFRI), Paris-Est University (Marne-la-Vallée)

*East Asia's regional response to the global economic crisis*

**Dino Martellato**, Department of Economics, University of Venice

*While the Euro still floats, the Renminbi is pegged again to the US dollar*

**Sanjeev Chaturvedi**, International Trade Promotion Centre (ITPC), New Delhi

*Strategic posture of Indian economy under global recession-challenges and responses*

**16.00 – 16.20 Coffee break**

**16.20 – 18.00**

**Giorgio Dominese**, Coordinator CEEUN-Transition Studies, Università Tor Vergata, Roma

*Europe best global performing world region: economics, politics and social implications*

**Bernadette Andreosso O'Callaghan** and **M. Bruna Zolin**, University of Limerick and Ca' Foscari University of Venice

*Long-term food price changes: how important is the speculative element?*

**Michele Pisante**<sup>a</sup> and **Sandra Corsi**<sup>a,b</sup>, <sup>a</sup> Agronomy and Crop Sciences Research and Education Center, University of Teramo <sup>b</sup> FAO-Food and Agriculture Organization, Roma

*The challenge of agricultural sustainability for Asia and Europe*

**18.00 – 18.30 Discussion**

**20.00 Dinner**

**February 2** (Room 3A):

**9.00 – 13.00 Session 2 – Firm, industry and country level studies**

**Chair: Bernadette Andreoso O'Callaghan / Françoise Nicolas**

**Jacques Jaussaud**, Pau University

*International strategy of firms: are cultural differences a major determinant?*

**Giovanni Balcet**, University of Turin

*Emerging Country Multinationals in Asia: Which Competitive Advantages?*

**Robert Taylor**, School of East Asian Studies, University of Sheffield

*China's developing infrastructure: the impact of globalisation*

**Tiziano Vescovi**, University of Venice

*Business models and marketing strategies for the Italian companies entering the Chinese market*

**Giorgio Simonetto**, Veneto Innovazione

*Veneto Innovazione Agency: from the Europe of Regions to the Regions of the world*

**Fabrizio Alvisi**, Centro Estero Veneto / Veneto Foreign Trade Centre, International Marketing Department

*The Veneto Foreign Trade Centre and its promotional activities supporting internationalization in Asia.*

**13.00 – 13.30 Discussion and conclusions**

WORKSHOP 2  
**The 1<sup>st</sup> Workshop on Korean Studies in Italy: the state of the art**  
**February 2 and 3, 2010**  
**San Giobbe – Venice**  
**Department of East Asian Studies**

**February 2 (Room 3A):**

**14.00 – 14.20 Opening Address**

**Tiziana Lippiello** Chair, Department of East Asian Studies

**Chung Kyung-Ok** Political Secretary, Embassy of the Republic of Korea in Rome

**Livio Pauletto** Honorary Consul of the Republic of Korea for the Veneto Region

**14.30 – 16.00 Session 1**

**Chair: Antonio Fiori**

**Corna Pellegrini Giacomo**, University of Milan

*The Korean Way as observed in the Eighties*

**Resca Andrea**, Luiss "Guido Carli" University, Rome

*Korean Small and Medium Companies (SMEs): an indicator of the Korean socio-economic system?*

**Pauletto Livio**, Honorary Consul of the Republic of Korea for the Veneto Region

*Evolutionary Outlines of the Korean Stock Exchange*

**Ceciliani Pierpaolo**, Independent scholar

*The Phenomenon of Ethnic Tourism in South Korea*

**Boesso Ivan**, Veneto Innovazione S.p.A

*Korean scientific cooperation network with the European Research Area*

**16.00 – 16.20 Coffee break**

**16.20 – 18.00 Session 2**

**Chair: Andrea Resca**

**Zimbaro Marta**, Sogang University, Seoul

*Korean Family Law Reforms: How is the Korean Society Changing?*

**De Nicola Giuseppina**, "La Sapienza" University, Rome

*Portraing Korean Families: Ritual and Memory as Identity Construction*

**Fiori Antonio**, University of Bologna

*The Obama administration and North Korea: the necessity of a new strategy*

**Pollacchi Elena**, Ca' Foscari University, Venice

*Korean Participation to International Film Festivals: Stars and Glamour on the Horizon of the Global Market*

**18.00 – 18.30 Discussion**

**20.00 Dinner**

**February 3** (Room 3B):

**9.00 – 10.30 Session 3**

**Chair: Giuseppina De Nicola**

**De Benedittis Andrea**, “La Sapienza” University, Rome  
*The Reign of Koguryō: Historical and Artistic Sources*

**Beghi Clemente**, Ca' Foscari University, Venice  
*Korean Buddhist art and its influence on Japanese sculpture of the Asuka and Nara periods*

**Rossetto Alessandro**, Independent scholar  
*Koryō's Sciences and Technology: Mining and Textile Industries*

**Trombetta Marco**, Seoul National University  
*A brief study on Jeong Yuseung's 'Gunwon Yuheedo' 群猿遊戲圖*

**10:30 – 11:00 Coffee Break**

**11:00 – 12:30 Session 4**

**Chair: Giacomo Corna Pellegrini**

**Fraschini Nicola**, Korea University, Seoul  
*Perceptions between center and periphery: some considerations on nonnative Korean language teachers*

**Scerbo Sofia**, University of Reggio Calabria  
*The origins of the Korean novel: an introduction to the true sense of 'politics'*

**D'Urso Vincenza**, Ca' Foscari University, Venice  
*"I have written a dream within a dream": Kim Kūmwŏn and her Sparse Notes to the East and West of the Lake (Hodongsŏ nakki)*

**Leoncini Paolo**, Ca' Foscari University, Venice  
*New Realism in Contemporary Narrative between Korea and Italy*

**12.30 – 13.00 Discussion and conclusions**