

10th China Goes Global Conference

University of Macerata

Macerata, July 26th-28th 2016

Tentative Program

Day	Pre conference Event
Monday July 25th	3 pm-6pm PHD workshop “Issues of data availability in the context of doing research on China”
Tuesday July 26th	Morning (from 9 am to 12) Registration at UniMC (Department of Law and Palazzo Menichelli) CGG Leisure, entertainment and education: (10 am-11.30 am) <i>Guided tour at the Sferisterio</i> The Sferisterio of Macerata stands out as one of the most prominent architectural structures of the late European Neoclassical Style. Construction began on 2 October, 1820, according to the drawings provided by Salvatore Innocenzi. The Sferisterio was inaugurated on 5 September, 1829. The very special shape of the building – which includes a playing field, a series of rooms for various purposes, a supporting wall, boxes and balconies – was carefully designed to encompass the needs of the sports activities which were popular in the first half of the Nineteenth century. The building, which is in line with the best Neoclassical taste and betrays a Palladian influence, is not only magnificent per se, but it perfectly blends with the city landscape. The harmonious structure ensures perfect visibility and wonderful acoustics. http://www.sferisterio.it/chi-siamo/story/?lang=en Afternoon 2 pm Bus departure Company visits <ul style="list-style-type: none">iGuzzini (2.30 pm – 5 pm) http://www.iguzzini.com/Company_profile https://www.youtube.com/watch?v=yE0W7q4n8-E iGuzzini, established in 1959, makes indoor lighting and outdoor lighting luminaires, and is now the leading Italian company in the lighting design sector and one of the leaders in Europe. The company operates on the international market with many branches. One of the most important and influential branch is in Shanghai. China is key market for the company, especially for projects on infrastructure, arts, museums and luxury brand shops and distribution chains.Rainbow (5.30 pm – 7 pm) with Aperitif in a beautiful terrace http://www.rbw.it/en/company/about-us

Rainbow was founded in 1995. Today, along with its subsidiaries, the company has become a world-leader in the kids' entertainment industry, dedicated to TV and feature film productions, along with managing business activities from concept to production to global distribution.

Rainbow's successful distribution of its content in the media (TV, Theatrical, Internet), as well as in the consumer products industry, has led to the company being ranked 13th on the yearly Global Licensor List worldwide, and 1st in Europe.

China is a new key market, with a branch and penetration projects already in place.

7.30 pm back to Macerata

CGG Leisure, entertainment and education:

(9.30 pm -) *Enjoy opera rehearsals at Sferisterio*

Day	Conference Program
Wednesday July 27th	<p>Registration (8 am – 9 am) (9 am-12.30 am) Morning:</p> <ul style="list-style-type: none"> • Opening ceremony • Opening speech - I Keynote speech • Parallel session <p>Lunch</p> <p>(2 pm- 5 pm) Afternoon:</p> <ul style="list-style-type: none"> • Parallel sessions and discussions <p>Night: (7.30 pm) Gala dinner at Palazzo Bonaccorsi, with guided tour at the palace https://en.wikipedia.org/wiki/Palazzo_Buonaccorsi The Palazzo Buonaccorsi is a palace in Macerata, Marche, Italy. It was built in 1700-1720 for Count Raimondo Buonaccorsi and his son, Cardinal Simone Buonaccorsi, using designs by Giovanni Battista Contini. The palace is notable for its series of rococo paintings on themes from the Aeneid, painted by a number of prominent Italian artists.</p>
Thursday July 28th	<p>Morning:</p> <ul style="list-style-type: none"> • II Keynote speech • Parallel sessions <p>Lunch</p> <p>Afternoon</p> <ul style="list-style-type: none"> • Parallel session • End of the conference <p>4 pm Bus departure</p> <p>Company visit</p> <ul style="list-style-type: none"> • JH Concerie del Chienti http://www.conceriadelchienti.com/en/video-3/ <p>The company, established in 1924, is one on the oldest tannery in Italy and is based on a site of over 60.000 Square Metres. Born as manufacturer of goat leather and sheepskin, it has evolved over the years. The company currently specialises in the production of calfskin and young calfskin of the finest quality for the footwear and</p>

leathergoods markets. Combining traditional tanning methods, experience and technical innovation, the company has become a world market leader in its sector. In 2014 the Company was acquired by the Chinese Jihua group, whose production includes uniforms, footwear, and protective tools for Chinese army.

CGG Leisure, entertainment and education:

(6.30 pm – 10 pm) Wine tour and testing in The Wine Valley of Matelica (free for CGA, best paper and best reviewers)

Information on organization

1. Organization and logistics aspects: PlayMarche (<http://www.playmarchesrl.it/index.php/en/>) available soon
2. Collateral events: a full program of **CGG Leisure, entertainment and education** including events in the pre and post conference period for family and kids will be available on Playmarche website (and managed by them).