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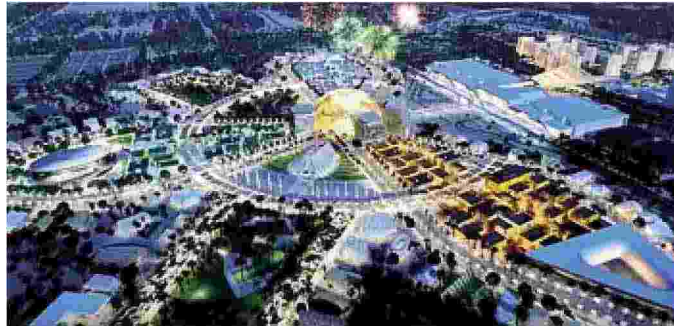
Master per i manager del lusso A Dubai guardando Expo 2020

Diplomazia

Un esempio concreto della grande operazione di diplomazia scientifica e culturale italiana

È stato presentato a Dubai il primo Global Executive Master in Luxury Management (Gemlux) del Mip Politecnico di Milano Graduate School of Business. Un esempio concreto della grande operazione di diplomazia scientifica e culturale che l'Italia porterà dal prossimo ottobre all'Expo 2020.

Il programma post-laurea del Politecnico all'Esposizione Universale è organizzato con l'Università di Wollongong Dubai. È stato presentato alla presenza di **Andrea Sianesi**, presidente della **Fondazione Politecnico di Milano** e di **Alessandro Brun**, direttore del Programma



Un'immagine dell'Expo di Dubai

Gemlux oltre che di Alex Frino, vice-cancelliere dell'Università di Wollongong, e di alcuni protagonisti del settore lusso a livello internazionale. Presenti anche i Commissari per la partecipazione all'Expo dell'Italia, **Paolo Glisenti**, e dell'Australia, **Justine McGowan**.

«Il Master in Luxury Management del Politecnico di Milano, che grazie alla partnership

con la Wollongong University di Dubai diventa ora globale - ha spiegato all'Ansa Glisenti - è il perfetto modello dell'offerta formativa che l'Italia porterà a Expo 2020: multidisciplinare e multisettoriale nel senso che integra competenze diverse creando opportunità in molti settori del lusso, dallo sviluppo di prodotto al branding, dalla finanza al marketing. È inoltre un Ma-

ster specialistico, in linea con gli interessi delle migliaia di giovani che da tutto il Mondo visiteranno il Padiglione italiano».

«Da 13 anni come Mip eroghiamo percorsi formativi nel luxury management, - ha aggiunto Brun - ma è la prima volta che ci rivolgiamo a executive con una certa esperienza. Il master verrà svolto a Dubai perché oggi è una delle principali capitali dello shopping, ma avrà importanti sessioni anche a Milano, che rimane la capitale del lusso e del design, a Ginevra e a Parigi, per visitare alcune aziende di eccellenza e parlare con il loro top management, favorendo una formazione basata sull'esperienza. Non si tratta infatti solo di moda, ma anche di orologi, gioielli, yacht, automobili, pelletteria, profumi, settori in cui esistono straordinarie competenze nella manifattura, nel design e nel marketing, ma spesso non nel management. Noi, come business school di una scuola politecnica, possiamo offrire invece una formazione che copre tutta la filiera produttiva».

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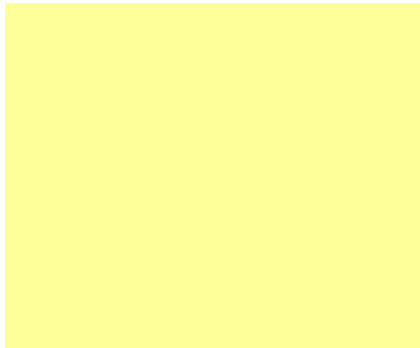
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\$OO¶HYHQWR VRQR LQWHUYHQXWL DQFKH L FRPPLVVDI
 GHOO¶,WDOLD 3DROR *OLVHQWL H GHOO¶\$XVWUDOLD
 VHGH SULQFLSDOH GHOOD :ROORQJRQJ 8QLYHUVLW\

&RQ XQD GRSSLD FHUWLILFDJLRQH LQ ,WDOLD H QHJOL
 FRQRVFDHQJD GLVWLQWLYH QHOOD JHVWLRQH FRPSOHV
 SDUWHFLSDQWL GL WUDVFRUHHUH SHULRGL QRQ VROR
 FKLDYH GHO VHWWRUH OXVVR LQ (XURSD

,O 0DVWHU LQ /X[XU\ 0DQDJPHQW GHO 3ROLWHFQLFR
 OD :ROORQJRQJ 8QLYHUVLW\ GL 'XEDL GLYHQWD RUD J
 IRUPDWLYD FKH O¶,WDOLD SRUWHUj D ([SR KD GH
 PXOWLGLVFLSOLQDUH H PXOWLHVHWRULDOH QHO VHQ
 RSSRUWXQLWj LQ PROWL VHWWRUL GHO OXVVR GDOOR
 PDUNHWLQJ È LQROWUH XQ 0DVWHU VSHFLDOLVWLFR
 JLRYDQL FKH GD WXWR LO 0RQGR YLVLWHUDQQR LO 3
 IRUPDUVL DOO¶XQLYHUVLWj DOOD ULFHUFD GL XQ PHV'
)DUHPR YHGHUH FKH LQ ,WDOLD VL SXz

'D DQQL FRPH 0,3 HURJKLDP R SHUFRUVL IRUPDWLYL
 LO SURIHVVURU %UXQ PD q OD SULPD YROWD FKH FL UI
 HVSHULHQJD ,O PDVWHU YHUUj VYROWR D 'XEDL SHUF
 VKRSSLQJ PD DYUj LPSRUWDQWL VHVLRQL DQFKH D 0
 GHO GHVLJQ D *LQHYUD H D 3DULJL SHU YLVLWUDUH D
 ORUR WRS PDQDJPHQW IDYRUHQGR XQD IRUPDJLRQH
 LQIDWWL VROR GL PRGD PD DQFKH GL RURORJL JLRLHOOL \DFKW DXWRPRELOL

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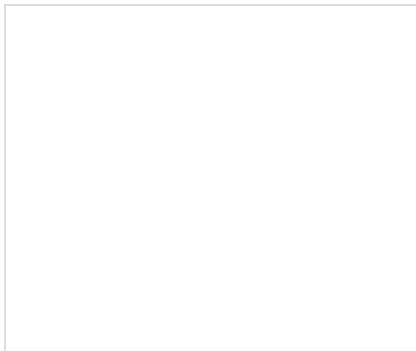
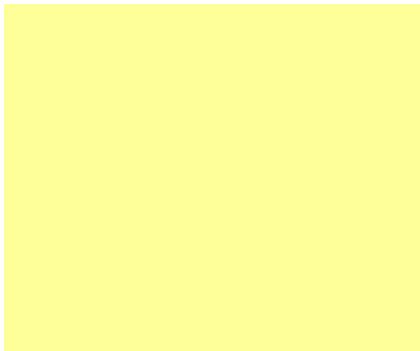
VHWRUL LQ FXL HVLVWRQR VWUDRUGLQDULH FRPSHWQJH QHOOD PDQLDWWXU
PDUNHWLQJ PD VSHVVR QRQ QHO PDQDJHPHQW 1RL FRPH EXVLQHVV VFKRRO GL
SROLWHFQLFD SRVLDPR RIIULUH LQYHFH XQD IRUPD]LRQH FKH FRSUH WXWWD C
\$QFKH LO SUHVLGHQWH GHOOD)RQGD]LRQH 3ROLWHFC
TXHVVD SDUWQHUVKLS VWUDWHJLFD 6LDPR OLHWL G
'XEDL SHUFKp TXHVVD FROODERUD]LRQH FL RIIUH OD
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‡ 6DEDWR)HEEUDLR
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-P 'SQYRI HM 'VIQSRE LE EHSXXEXS YR TVSTVMS)PIRGS
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\$QVĐ : &UHD \$OHWH ID

ORQGRDQFLDWR PDVWHU GHQ 3ROLWHFQLFR 0LQDQR FRQ XQLYHUVL \$XVWUDOLD 8Q DOWUD WDSSD QHO FDPPLQR GHOO ,WDOLD YHUVR (FKH DSULUj OH SRUWH LO RWWREUH SURVVLPR HG XQ FRQFUHWR GHOOD JUDQGH RSHUD]LRQH GL GLSORPD]LD VFLHQWLILFD H /HJJL OD QRWL]LD

3HUVRQHJUDPL 2UJDQL]D]LRQH SURORLWHDFLFRXWLYH PDVWHU /XRJKLXEDWDOLD 7DJVXVWRSHULHQJD

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6LDQHV L 'XEDL FDSLWDOH HPHUJHQWH OXVVR

\$16\$ '8%\$,)(% 'XEDL q GLYHQDWDYXQD VLDQH FDSLWDOH HPHUJHQWH QHL VHUYL]D]LRQH OXVVR VRVWLHQH LO SURIHVVRUH \$QGUHD 6LDQHV L SUHY GHOOD)RQGD]LRQH 3ROLWHFQLFR GL 0LQDQR 'O C / \$UHQDRUH ID 7DJVXVWRSHULHQWH

([SR D 'XEDL DOPHQR DJLHQGH

\$16\$ '8%\$,)(% ,O QXPUR GL DJLHQGH JUDLWHQD LWDOLDQH FKH SDUWHFLSHUDQQR DQD ([SR 'XEDL SURVVLPR RWWREUH q FRPSUHR WUD OH H O HG q LQ DXPHQWR /R KD GHWR /LO &RPPVVDULR JHQHUDOH 7DJV]LHQGHQ]LD / \$UHQDRUH ID

8Q PDVWHU SHU LO OXVVR D ([SR 'XEDL

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&RVu ,VUDHOH YXROH QRUPDOLJ]DUH L UDSSRUWL FR
 \$OO LQL]LR GL GLFHPEUH ,VUDHOH KD RSRHUPDW BHO QRYE SPUWHF
 FKX VL WEDUR WREUH DSULOH XQ HYHQWR VWRULFR VH V
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/ ,UDQ GLHWUR LO GLVJHOR GHL UDSSRUWL WUD ,VUI
 \$OWUD WDSSD LPSRUWDQWH VL SUHDQQSRFLD OD SPUWHF SPUWHF
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 FUHVFHQWH GL ,VUDHOH QHOOD UHJLRQH H QHO
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GL

*OL DUWLFROL VRQR VVDWL VHOH]LRQDWL H SRVL FLURD BWDLD GDTWH VVWXSDLIJ DDWHQVR RIGR HDXWFRQW LFCR PRPHQWR LQ FXL



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'XEDL q GLYHQWDWD XQD FDSLWDOH HPHUJHQWH QHL VHUYLJL GL O. TXDQWR VRVWLHQH LO SURIHVVURH \$QGUHD 6LDQHVL SUHVLGHQW
)RQGDJLRQH 3ROLW HFQLFR GL OLODQR ,O OXVVR q XQR GH L SULQF HOHPHQWL GLVWLQWLYL GHOO ,WDOLD

/HJJL OD QRWLJLD

3HUVRQHG UHD VLDQHVL

2UJDQL]D]LRQDJLRQH SRGLSRHQLFRQLFR

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(ISR PDVWHU OLODQR 'XEDL VXO OXVVR

q RUJDQL]DWR FRQ O 8QLYHUVLWV GL RORORQLR
'XEDL9HUJ SUHVHQWDWR GRPDQL QHOOD FLWWL
HPLUDWLQD DOOD SUHVHQID WUD JOL DOWUL GL \$Q
6LDQH SUHVLGHQWH GHOO)RQGDJLRQH 3ROLW HFQL
OLODQR H

&RUULHUH GL &RPR

3URGRWWLDDPPD
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7DJVXVVRRIHVVRUH

7HUPLQL H FRQGLJLRQL G XVR

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*OL DUWLFRQL VRQR VVDWL VHOJLRQDWL H SRVL RLRD RWLDLGDWIX VVWXSDJL DDWHQVR RGR HDULWR RQWLFR PRPHQR LQ FXL



LO QRVVOR QHWZRUN

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'8%\$,? DL&RQ XQ RSHCE DSDHUDSUHVHQW'DURIE DLO (SHULXVRLYH ODVWHU LQ /X[XU]
 ODQDJPHPHQW; DQ 3ROLWHFQLFR GL OLODQR *UDGRDWHH &FKRRO RI %XVLQHVV
 FRQFUHWR HVHPSLR GHOOD JUDQGH RSHUD]LRQH GL GLSORPD]LD VFLHQWLILFD H FXOWXUDOH FKX O, '
 GDO SURVVLPR[SRVWREUH DOO]'
 ,O SURJUDPPD SRVW ODXUHD GHO 3ROLWHFQLFR SDUWQHU GHO &RPPLVVDULDWR SHU OD SDUWHFLSD
 GHOO],WDOLD DOO](VSRVL]LRQH 8QLYHUVLVVDOBL qRROHROQRQDQVXWELRQ O]'
 SUHVHQWWR LHUL QHOOD FLWWj H RIGUMIDQDL DQHWL SUHQWHQ]DHWOD JOL DOWUL GL
)RQGD]LRQH 3ROLWHFQLFR VGLQGLQDF DWHXWRLUH GHO 3URJUDPPD *(0/8; ROWUH
 FKX\$OH()ULQRFH FDQFHOOHUH GHOO 8QLYHUVLVj GL :ROORQJRQJ H GL DOFXQL SURWDRQLVWL GHO \
 OXVVR D OLYHOOR LQWHUQD]LRQDOH
 \$OO]HYHQWR VRQR LQWHUYHQXL DQFK L FRPLVDROR SHU OD SDUWHFLSD]LRQH DOO]([SR GHOO],WD
 *OLVHQWGHOO]SXVWLQDQD*QDQXVWUDOLD VL WURYD LQIDWWL OD VHGH SULQFLSDOH GHOOD
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 &RQ XQD GRSSLD FHUWLILFD]LRQH LQ ,WDOLD H QHJOL (PLUDWL LO PDVWHU RIUH XQ HVSHULHQJD H X
 FRQRVHQJD GLVWLQWLYH QHOOD JHVWLRQH FRPSOHVVLYD GHLQGLK L 5YCORG FRQVVR2]FRQVHQWHQGR DL
 GL WUDVFRUHUH SHULRGL QRQ VROR D 'XEDL PD DQFK D OLODQR H LQ DOWUH FLWWj FKLDYH GHO VI
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 ,O ODVWHU LQ /X[XU] ODQDJPHPHQW GHO 3ROLWHFQLFR GL OLODQR FKX JUD]LH DOOD SDUWHUVKLS FRQ
 :ROORQJRQJ 8QLYHUVLV\ GL 'XEDL GLYHQWD RUD JOREDOH q LO SHUIHWR PRGHOR GHOO]RIIHWUD I
 PXOWLGLVFLSOLQDUH H PXOWLHVWWRULDOH QHO VHQRV FKX LQWHJUD FRPSHWQH]H GLYHUVH FUHQDQ
 ILQDQ]D DO PDUNHWLQJ É LQROWUH XQ ODVWHU VSHFLDOLVWLR LQ OLQHD FRQ JOL LQWHUVVL GHO
 FDSLHU FRPH IRUPDUVL DOO]XQLYHUVLVj DOOD ULFHUFD GL XQ PHVWLHUH H GL XQD RSSRUWXQLWj SU
 'D DQQL FRPH 0,3 HURJKLDR SHUFUVL IRUPDWLYL QHO OX[XU] PDQDJPHQW KD VSLHJDWR LO SUF
 FHUWD HVSHULHQJD ,O PDVWHU YHUJ YVORWR D 'XEDL SHUFKp RJJL q XQD GHOH SULQFLSDOL FDSL
 FDSLWDOH GHO OXVVR H GHO GHVLJQ D *LQYUD H D 3DULJL SHU YLVWLDUH DOFXQH DJLHQGH GL HFF
 VXOO]HVSHULHQJD 1RQ VL WUDWWD LQIDWWL VROR GL PRGD PD DQFK GL RURORJL JLRLHOOL (DFK)
 QHOOD PDQLDWWXUD QHO GHVLJQ H QHO PDUNHWLQJ PD VSHVVR QRQ QHO PDQDJPHQW 1RL FRPH
 IRUPD]LRQH FKX FRSUH WXWWD OD ILOLHUD SURGXWVLYD
 \$QFK LO SUHVLGHQWH GHOOD)RQGD]LRQH 3ROLWHFQLFR 6LDQHLV KD VRWWROLQHDWR O LPSRUWDQJ]
 :ROORQJRQJ 'XEDL SHUFKp TXHVWD FROODERUD]LRQH FL RIUH OD SRVLELQWj GL DSSURIRQGLUH OD
 VLQHUJLH QHO VHWWRUH GHO OX[XU]DLQDQDJPHPHQW KD GHWWR 6LDQHLV



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1HZV)RW 9LGH 0HGLD

3ULPD SD5HQDRQLD]LRQL1HZV \$QDO3RIDLW(FRQ]RPL&XOWXQBUIJ7D]DVSRLXWLV PFFLHQ BSRU(XURPH&PELHQMLBUL

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/DQFLDWR PDVWHU GHO 3ROLWHFQLFR 0LQDQR FRQ XQLYHUVLWj \$XV)(%%5\$,2

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'8%\$, /D WUDGL]LRQH LWDOLDQD XQLWD DL QXRYL PHUFDWL GHO OXVVR GHOOD UHJLRQH G PDVWHU VXO OXVVR *OREDO ([HFXYLH 0DVWHU LQ /X[XU\ 0DQDJHPHQW ODQFLDWR D 'XEDL 3ROLWHFQLFR GL 0LQDQR LQ FRODERUD]LRQH FRQ O XQLYHUVLWj DXVWUDOLDQD :ROORQJ FDPPLQR GHO ,WDOLD YHUVR O ([SR FKH DSULUj OH SRUWH LO RWWREUH SURVVLPR HVHPSLR GHOOD JUDQGH RSHUD]LRQH GL GLSORPD]LD VFLHQWLILFD H FXOWXUDOH FKH O ,V DOO HVSRLV]LRQH GL 'XEDL ,O SURJUDPPD GL PHVL FKH SDUWLuj D PDUJR q ULYROWR DL SURIHVVLRQLVWL FRQ DOP HVSHULHQ]D LQWHUHVVDWL DG HVSORUDUH XOWHULRUPHQWH LO PRQR 86106933257847, SRWUDQQR RWWHQHUH XQD GRSSLD ODXUHD HPLUDWLQD HG HXURSHD ,O OXVVR q XQR GHL VHWVWHU LO FYLQ ,WDOLD KD XQD]RWHU] WUDGL]LRQH 9RJOLDPR FR SURWHJJHUH H FROWLYR ,QIRUPDWLYD &KLX WHU / LGHD DOOD EDVH GH SURJUDPPD q OHJDWD D 4XHVWR VLWR R JOL VWUXPHQWL GL DYRUDUH]VHOH]LRQD DUF &L UHQGLDPR FRQWR F LQWHJUDWL WUDWDQR GDWL SHU TXHVVD SDUWH GHO PRQGI

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\$UDEL 8QLWL FKH LQ (X
DOOH YLVLWH JXLGDWH
DOOD ILQH GHO SURJUD
3ULPD GHJOL DQQL
SURGRWWR GL HOLWH
TXDOFRVD GHO QXRYR
SURIHVVRU \$QGUHD 6LD
FRQVXOHQJD VWUDWHJL
GL GOODUL D OLYHOOR
GRYUHEEH UDJJLXQJHUH
VHWWRUH GHO OXVVR S
OXVVR D 'XEDL 6LDP
DYHUH TXHO WLSR GL H
TXHVVD UHJLRQH KD F
WHFQRORJLD D 'XEDL
/D JHVWLRQH GHO OXV
PRQGR KD DIIHUPDWR
ODQFLR GHO PDVWHU 1
LWDOLDQH SDUWHFLSDQ
OLYHOOR PD DQFKH SL

QDYLJD]LRQH R LQGLUL]]L ,3 H IDQ
DOWUL LGHQWLILFDWRUL QHFHVVDU
LO UDJJLXQJLPHQWR GHOOH ILQDO
SROLF\ LQFOXVH OH VHJXHQWL ILQ
SXEEOLFLWj XWLOL]]DWH GDO 7LWR
&RQVHUJD]LRQH H DFFHVVR DOOH LR
3HUVRQDOL]]D]LRQH 6HOH]LRQH GH
GLVWULEX]LRQH UHSRUWLQJ 6HOH
GLVWULEX]LRQH UHSRUWLQJ 0LVX
OLEHUDPHQWH IRUQLUH ULILXWDUH
FRQVHQVR VHQJD LQFRUUHUH LQ OL
PRGLILFDUH OH WXH SUHIHUHQ]H UH
SXEEOLFLWDUL LQ TXDOVLDVL PRPH
DFFHWWDUH O XWLOL]]R GL FRNLH
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VHOH]LRQDWR FOLFFDQGR VXO SXO
FKLXGHQGR TXHVVD LQIRUPDWLYD

VWXGL D 'XEDL SRL YLD JJH
GHO SURJUDPPD DYUDQQR
H Q R F F D W L R Q H G L S D U W H
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Milano-Dubai

Il Politecnico lancia il master per manager del lusso

Il Politecnico, in collaborazione con l'università australiana di Wollongong, ha lanciato a Dubai il primo Global executive master in Luxury management. Il programma, della durata di 18 mesi, è riservato ai professionisti interessati a esplorare il mondo del lusso ed è progettato per soddisfare i mercati emergenti come l'India. Il corso, che partirà il 12 marzo di quest'anno, è stato progettato congiuntamente dalle due università e consente agli studenti di ottenere una doppia laurea (emiratina ed europea). I partecipanti inizieranno i loro studi a Dubai, poi viaggeranno nelle capitali del lusso di Milano, Parigi o Ginevra. Parteciperanno a shopping di lusso, visite guidate in fabbrica, mostre e fiere del settore per acquisire esposizione ai settori del lusso. Alla fine del progetto, gli studenti dovranno gestire il progetto di un'azienda. «Abbiamo già un programma di master nel lusso, ma mancava qualcosa del nuovo lusso e Dubai rappresenta quell'esempio di ciò che il lusso è oggi», dice Andrea Sianesi, presidente della **Fondazione Politecnico**.



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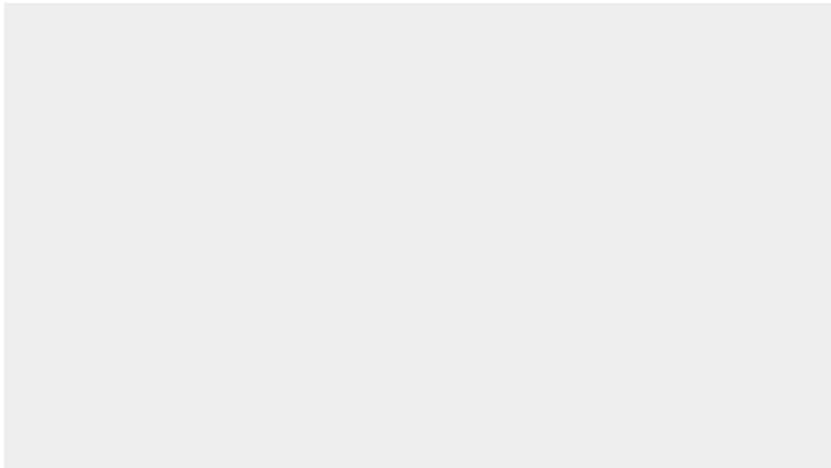
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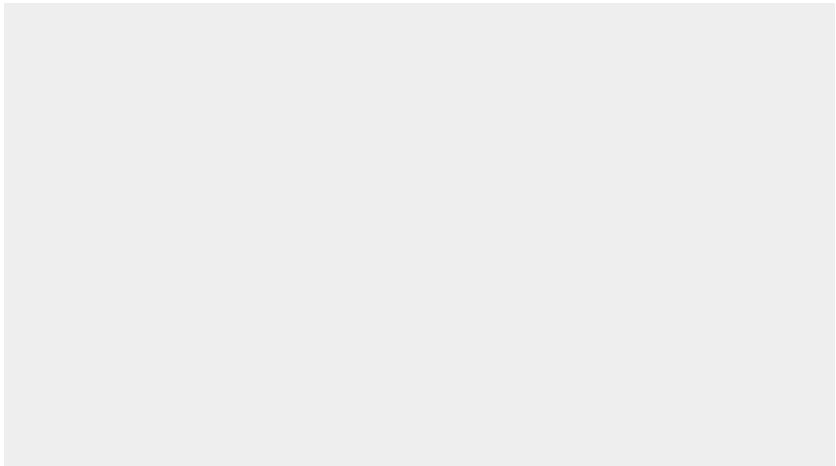
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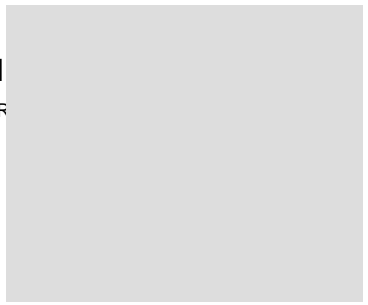
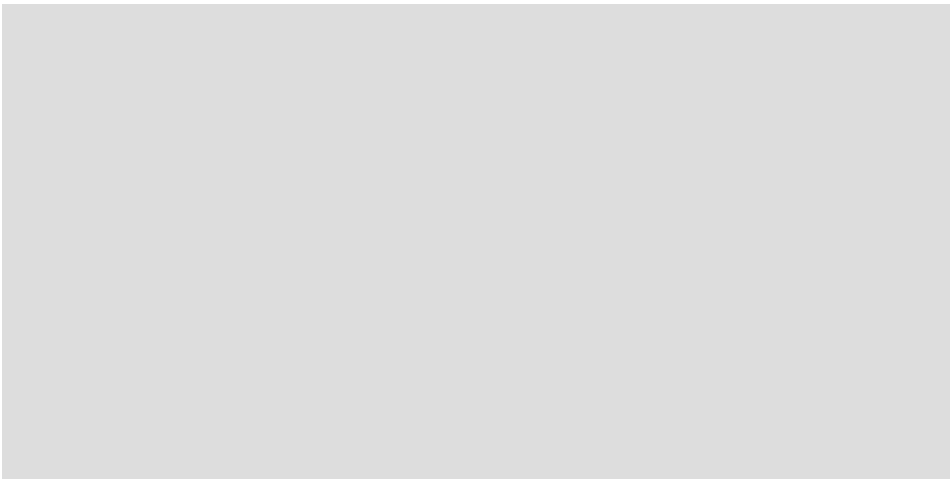
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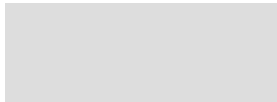
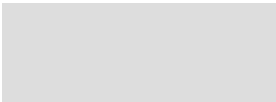
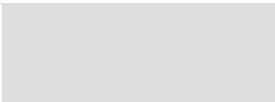
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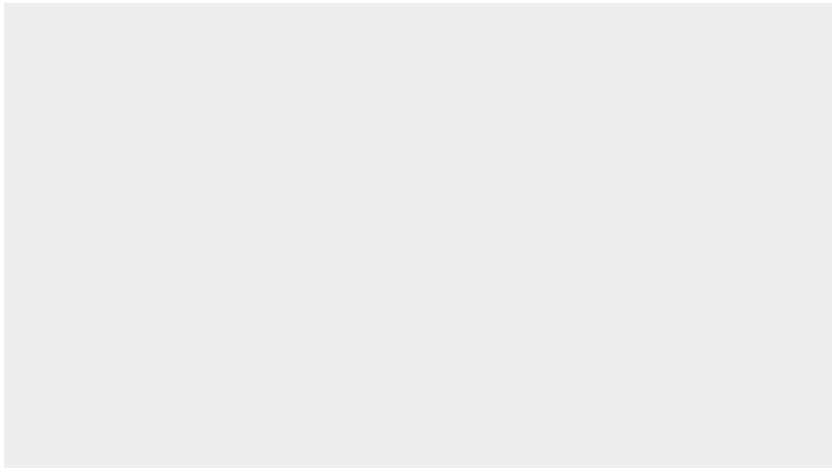
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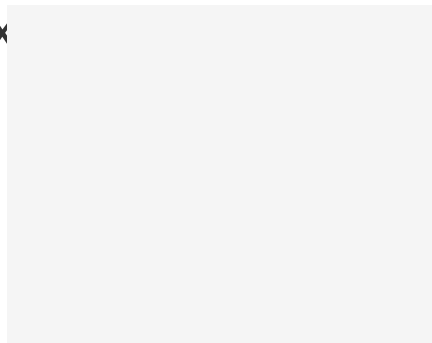
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