



25.02.2015

MANAGING CITIES OF THE FUTURE

LEADERSHIP, MANAGEMENT AND
INNOVATION FOR COMPETITIVENESS

9.30 AM - 12.30 PM

AULA MAGNA
VIA GOBBI, 5

Managing challenges and complexity of big cities, maintaining and - possibly - increasing the level of competitiveness of the territories, requires a clear vision, collaborative leadership and innovation capacity. These conditions, along with a dynamic and adaptive approach, can enable and boost change in the cities. The aim of the conference is to contribute to the debate on city management, with an international outlook and a comparative perspective.

The event is jointly organized by the MPA, the new Master of Public Administration of the SDA Bocconi School of Management and the City of Milan

9.30 AM REGISTRATION

10.00 AM INTRODUCTORY AND WELCOMING SPEECH
Bocconi and Milan for International City Management
Bruno Busacca, Dean SDA Bocconi School of Management

10.20 AM Cities of the future: effective management for governing challenges
Maurizio Baruffi, Head of Cabinet of the Mayor, City of Milan

10.40 AM Managing international cities: smart solutions to public challenges
Greta Nasi, Public Management & Policy Dept. Director,
SDA Bocconi

11.00 AM Cities of the future: leadership and innovation for competitiveness
Intervening:

Erie Meyer, The White House, Senior Advisor for Open Data
Fernando Benegas, City of Buenos Aires, Under-Secretary of the
Ministry of Modernization

Nontokoze Hadebe, City of Johannesburg, Group Head for
Strategy, Policy Coordination and Relations

Giuseppe Tomarchio, City of Milan, City Manager

Moderator:

Luca De Biase, Managing editor for Nova 24, Il Sole 24 Ore

12.15 PM CONCLUSIONS

Giovanni Valotti, Delegate of the Rector for Institutional Relations,
Bocconi University

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You will receive login details via email to access the Online Conference.

For further information, [visit the website](#)

