

“Internationalization & firms: challenges and recent trends”

Internationalization and SMEs

Svetla Marinova, Aalborg University

Marin Marinov, Aalborg University

Internationalization in China: a case from BMW

Winfried Müller, CEO and CFO BMW Financial Services, Italy

Wednesday, November 22nd

1.30 pm – 3.30 pm

Room 11 - Via Don Minzoni, Macerata