

the 8th annual
EUROMED
Conference

*Innovation, Entrepreneurship and Sustainable
Value Chain in a Dynamic Environment*

VERONA 2015
Survival Guide



16th - 18th September 2015

Polo Zanutto, University of Verona
Department of Business Administration
Verona (Italy)

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Welcome to Verona

It is a great pleasure for us to host you at the University of Verona, Italy for the 8th annual EuroMed Academy of Business Conference.

Great efforts have been made to facilitate an interesting, welcoming and pleasant experience for all conference participants.

Please find below helpful information for your stay in one of the most fascinating European cities. As a town of art, Verona welcomes you with its elegant monuments and the kindness of the Venetian tradition.

Verona is one of the most important cities in Veneto and it is famous for its artistic and architectural beauties. Thanks to its historical city center Verona is listed as a UNESCO World Heritage Site.

How to reach Verona

BY CAR

Verona can be easily reached by using:

- the A4 Serenissima Milan -Venice motorway, exiting at Verona Sud.

- the A22 Brenner - Modena motorway, reaching the intersection with the A4, heading towards Venice and exiting at Verona Sud.

Once at the motorway exit, follow the signs indicating "tutte le direzioni" (all directions) and then follow the "city centre" signs.

Approximate distance of Verona from major cities (by motorway):

Vicenza 51 km
Venice 114 km
Florence 230 km
Brescia 68 km
Bologna 142 km
Rome 600 km
Padua 84 km
Bolzano 157 km
Naples 800 km
Trento 103 km
Milan 161 km

BY TRAIN

The main railway station is VERONA PORTA NUOVA, at the junction of the Milan – Venice and Brenner – Rome railway lines.

There are connections with all main Italian railway stations all day long with various types of train services: Regional, Intercity and Eurostar.

Approximate travelling times with high-speed trains: from Padua 45 minutes; from Vicenza 25 minutes; from Venice 70 minutes; from Milan 80 minutes; from Rome 4 hours and 10 minutes, or 2 hours and 50 minutes by express service. At the railway station, buses can be taken to the city center, stopping at Piazza Bra, the central square in which the Arena Amphitheatre is located.

The bus lines to the city center are: 11, 12, 13, 14, 72 and 73.

BY PLANE

Verona Villafranca's Valerio Catullo Airport is approximately 10 Km southwest of the city center. Various airlines, including Air Dolomiti, fly to Catullo Airport.

A shuttle bus service runs between the airport and Porta Nuova railway station. The bus stop is in front of Porta Nuova railway station.

Brescia Montichiari Gabriele D'Annunzio airport, 52 km from Verona, is also connected twice a day with Verona Porta Nuova railway station by a shuttle bus service. The bus stop for this shuttle service is also in front of Porta Nuova railway station.

Airports around Verona



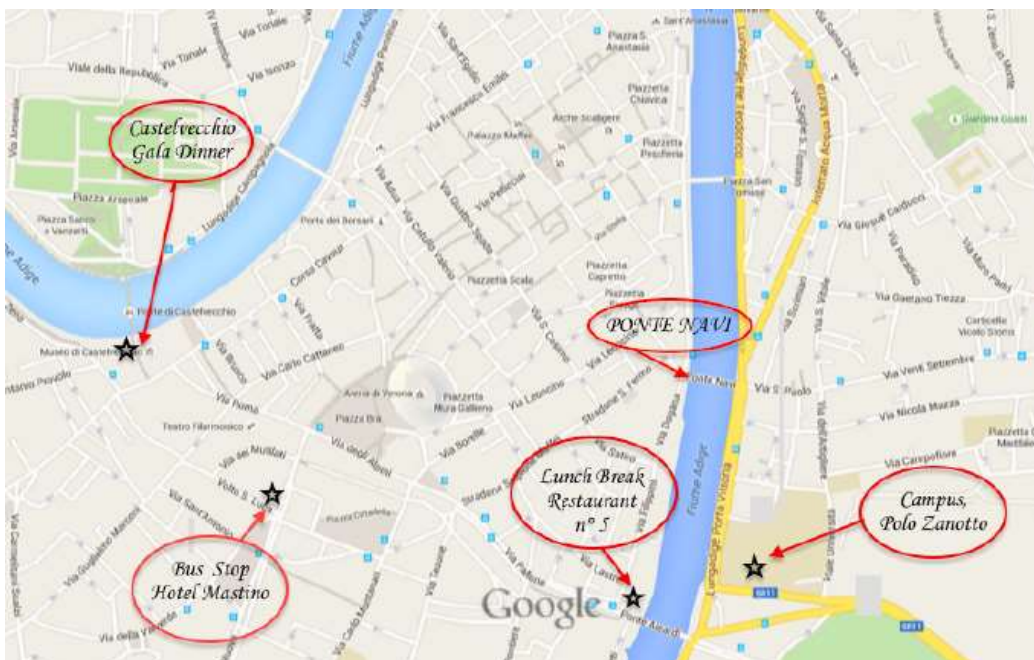
- Bergamo Orio al Serio (110km)
- Venezia (130km)
- Bologna (140km)
- Treviso (150km)
- Milano Linate (155km)
- Milano Malpensa (195km)

How to reach the Conference Venue

The conference is hosted at the University of Verona, at Polo Zanutto and at the Faculty of Economy
Address: **Viale dell'Università, 4 Verona – Italy.**

You can reach the venue by yourself or can use pre-arranged bus service.

City Center Map



PUBLIC TRANSPORTATION FROM HOTEL TO CONFERENCE VENUE

BY BUS

Bus lines 11, 12, 13 and 51. Get off at the first stop in **Via San Paolo** (corner Chiesa di San Paolo) take **Via dell'Artigliere**, go straight on as far as **Viale dell'Università: Polo Zanutto** is on your right. Tickets, valid for 90 minutes can be bought at tobacconists for € 1,30 or for € 2 on board the bus.

BY CAR

You can reach Verona **from Motorway A4 Milano-Venezia** (Exit Verona Sud): proceed towards the city centre. When you reach Via San Francesco get to its end and turn right into Viale dell'Università, 5 - Polo Zanutto is on your right. **From Motorway A22 Brennero-Modena** (Exit Verona Nord): proceed towards the city centre. When you reach Via San Francesco get to its end and turn right into Viale dell'Università 5 - Polo Zanutto is on your right. Please note that most of the central streets are restricted traffic areas (ZTL, Zona a Traffico Limitato - Limited Traffic Zone) with camera access control. We suggest to check with your hotel for instructions on how to reach the conference venue by car and get permission to do so.

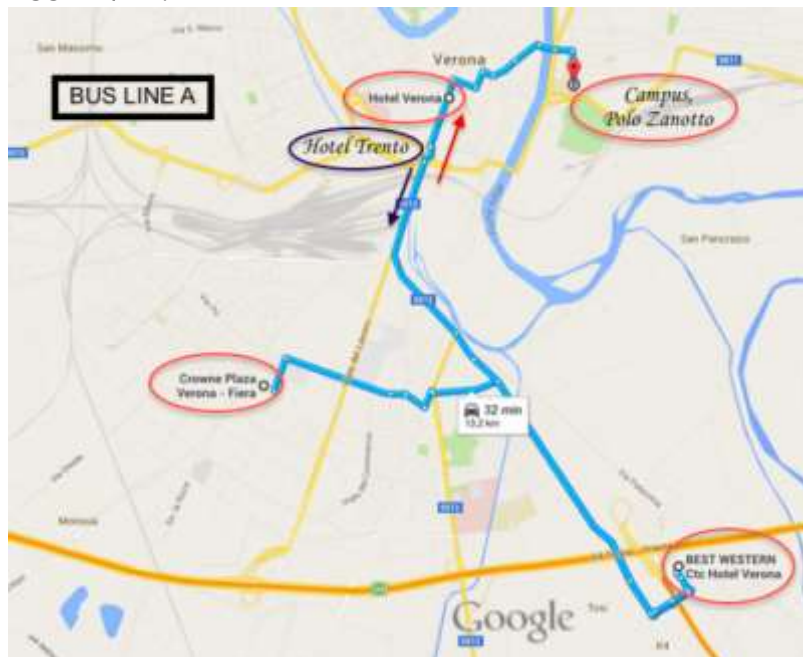
BY TAXI

Catch a taxi at the train station, the airport or Piazza Brà. During the day you can also find taxis at: Piazza Erbe, Porta Vescovo, Piazza San Zeno, Ospedale Borgo Trento. You can also call the taxi company at +39045532666.

PRE- ARRANGED TRANSPORTATION FROM HOTEL TO CONFERENCE VENUE

Complimentary Bus services between the hotels (Best Western Hotel, Crowne Plaza Verona, Hotel Mastino, Hotel Verona and Hotel Trento, Hotel Corte Ongaro, Hotel San Pietro) and Campus-Polo Zanutto will be offered to participants who accommodate there.

BUS LINE A:



Attention!

Bus Stop "Hotel Verona" → only to go
Bus Stop "Hotel Trento" → only to return

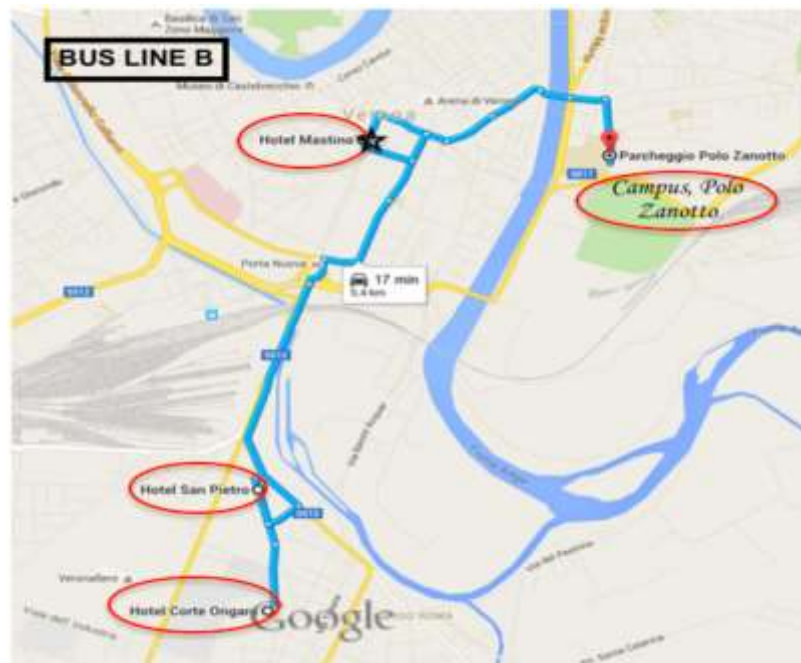
Bus Stop "Hotel Verona" and "Hotel Trento" are recommended for guests of:

- Hotel Trieste
- Hotel Firenze
- Hotel Verona
- Hotel Trento

TIMETABLE BUS LINE A:

From→	to→	to→	to	Date
Best Western Hotel (07:15)	Crowne Plaza Verona (07:30)	Hotel Verona (07:40)	Campus-Polo Zanutto (07:50)	Thursday 17 th of September
Campus-Polo Zanutto (17:15)	Hotel Trento (17:25)	Crowne Plaza Verona (17:35)	Best Western Hotel (17:50)	Thursday 17 th of September
Best Western Hotel (07:45)	Crowne Plaza Verona (08:00)	Hotel Verona (08:10)	Campus-Polo Zanutto (08:20)	Friday 18 th of September
Campus-Polo Zanutto (17:15)	Hotel Trento (17:25)	Crowne Plaza Verona (17:35)	Best Western Hotel (17:50)	Friday 18 th of September

BUS LINE B:



Attention!

The bus Stop “Hotel Mastino” (to go) is in front of the “Cattolica” building.

Recommended for guests of:

- Hotel Colomba D’oro
- Hotel Giulietta e Romeo
- Hotel Mastino

TIMETABLE BUS LINE B:

From➔	to➔	to➔	to	Date
Hotel San Pietro (07:15)	Hotel Corte Ongaro (07:20)	Hotel Mastino (07:40)	Campus-Polo Zanutto (07:50)	Thursday 17 th of September
Campus-Polo Zanutto (17:15)	Hotel Mastino (17:25)	Hotel Corte Ongaro (17:35)	Hotel San Pietro (17:50)	Thursday 17 th of September
Hotel San Pietro (07:45)	Hotel Corte Ongaro (07:50)	Hotel Mastino (08:00)	Campus-Polo Zanutto (08:10)	Friday 18 th of September
Campus-Polo Zanutto (17:15)	Hotel Mastino (17:25)	Hotel Corte Ongaro (17:35)	Hotel San Pietro (17:50)	Friday 18 th of September

Legend:

- 8 Economia
- 9 Biblioteca
- 10 Orientamento, Tutorato e Stage
- 11 Segreteria lingue e Lettere
- 12 Segreteria Economia e Giurisprudenza
- 13 Biblioteca Princi
- 14 Lettere
- 15 ASE
- 16 lingue
- 17 Musica
- 18 Chiostro di storia
- 19 della Formazione
- 20 Aula Magna Polo Zanotto

Other locations:

- 1 aula studio
- 2 Pol. Caduti
- 3 Ufficio Relazioni Internazionali
- 4 Ufficio ESU
- 5 ESU aula studio
- 6 Seminario
- 7 ALESC - ISU *
- 8 Economia

Streets and Landmarks:

- Via dell'Università
- Via S. Francesco
- Via S. Paolo
- Via S. Vitale
- Via XX Settembre
- Via Mazza
- Via Campiolo
- Via S. Francesco
- Via Viapasco
- Lungadige Porta Vittoria
- Porte Navi
- Fiume Adige

Key Features:

- Faculty of Economy:** Building 8
- Polo Zanotto:** Building 17
- Chiostro di Storia:** Building 18
- International Students Union (ISU):** Building 19
- Aula Magna Polo Zanotto:** Building 20

The conference program indicates the rooms in which sessions are held. Signs on room doors indicate room numbers as shown in program. You'll find the map of the rooms in your conference bag at your arrival.

Location: Restaurant no 5 (see City Center Map, pg 4), Via Macello 5, 37100 Verona, Italia
Meeting Point: Polo Zanotto - Main Entrance
Time: End of the morning session.

Internet Access

Conference participants will receive written instructions and Internet access codes during registration.

Registration

The **reception desk** is located situated at the entrance at the university's main building- building "20" **Polo Zanutto** (See map- Campus Map, pg 7).

Pre-conference registration

Location: **Polo Zanutto** main hall, University of Verona, Viale dell'Università 4 (Building 20 see Campus Map, pg 7)

Time: Wednesday the 16th of September 2015, between 15.00 and 18.30.

On-site conference registration

Location: **Polo Zanutto** main hall, University of Verona, Viale dell'Università 4 (Building 20 see Campus Map, pg 7)

Time: Thursday and Friday the 17th and 18th of September 2015, between 08.00 and 17.00.

- At the main Entrance of Polo Zanutto there will be a storage facility for suitcases and bags, as necessary.

Gala Dinner

Location: Castelvechio, Corso Castelvechio, 2, Verona

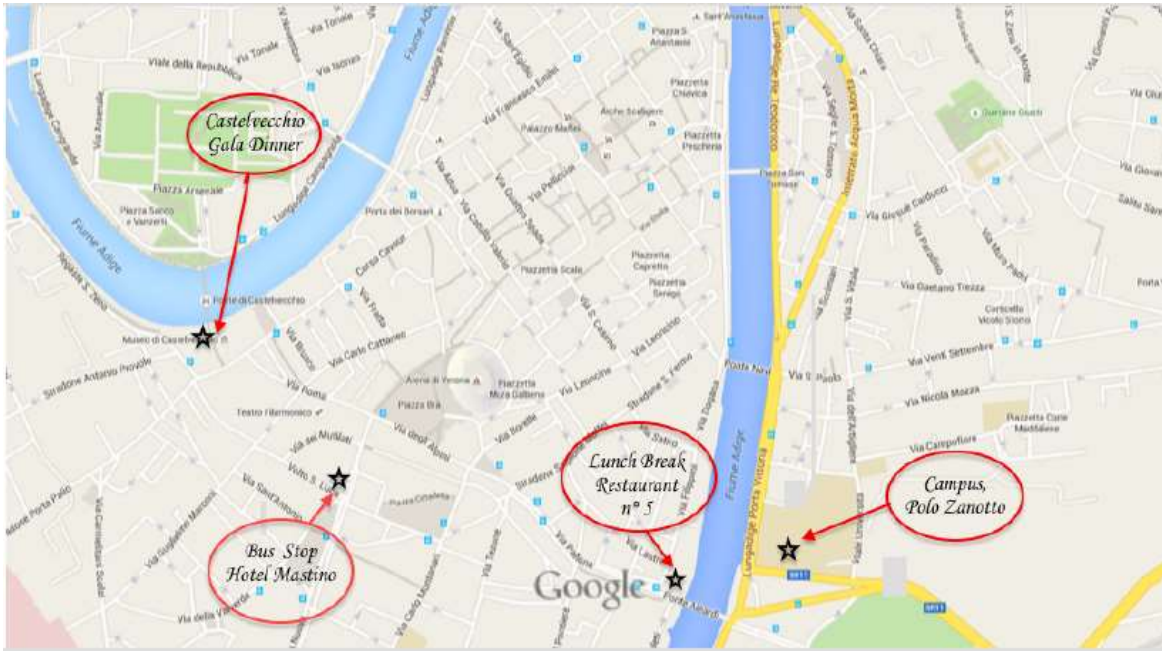
The Castelvechio (Old Castle) is the most important military construction of the Scaliger dynasty that ruled the city in the Middle Ages.

The castle is powerful and compact in its size with minimal decoration - one square compound built in red bricks, one of the most prominent examples of Gothic architecture of the age, with imposing M-shaped merlons running along the castle and bridge walls. It has seven towers, a super-elevated keep (maschio) with four main buildings inside. The castle is surrounded by a ditch, now dry, which was once filled with water from the nearby Adige.

Castelvechio now is home of the Castelvechio Museum as well as of the local officer's club that can be reached on the left side at Corso Cavour street.



THE MAP TO REACH CASTELVECCHIO →



Time: Friday the 18th of September 2015, between 19.30 and 22.30

Dress code: Formal

Getting there: the meeting point is in front of Hotel Mastino (See Bus Stop Hotel Mastino) at 19.15 or directly in front of Castelvecchio at 19.30.

Excursions

FREE City Walking Tours



We wish to welcome you at our city by taking you on a walking tour through the city's main monuments.

Time: Thursday the 17th of September 2015. Start: 17.00 - Finish: 18.30.

Starting point: at the Main hall, Polo Zanotto, University of Verona, Verona

Groups of 40 participants maximum per guide.

Please make your reservations by e-mailing to convegni@isu-services.it

Post-Conference Organized Tours



Tour 1: Expo

Expo Milano 2015 is the Universal Exhibition that Milan, Italy, is hosting from May 1st to October 31st, 2015. Over this six-month period, Milan becomes a global showcase where more than 140 participating countries exhibit the best of their technology in offering concrete answers to a vital need: guaranteeing healthy, safe and sufficient food for everyone while respecting the Planet and its equilibrium. In addition to the exhibitor nations, the Expo also involves international organizations, and expects to welcome over 20 million visitors to its 1.1 million square meters exhibition area.

A platform for exchange of ideas and shared solutions on the theme of food, stimulating each country's creativity and promoting innovation for a sustainable future, Expo 2015 gives everyone the opportunity to find out about, and taste, the world's best dishes while discovering the best of the agri-food and gastronomic traditions of each of the exhibitor countries.

Tour Program:

On 19th September 2015

07:00 -	Departure from the city center of Verona with a Gran Tourism Bus
09:30 -	Arrival at EXPO in Milan
10:00 - 12:00 -	Guided Visit of the main EXPO area
12:00 - 17:00 -	Free Visit of the EXPO
17:15 -	Meeting at ALBERO DELLA VITA
18:00 -	Departure from Milan
20:00 20:30 -	Arrival at Verona

Fee: 75 euros

Fee includes:

Return trip to Milan in a Private Bus
Morning Short Guided tour of the EXPO
Day Ticket to EXPO

Please, pay the booking fee of 58 euros to:
International Students Union
Banca Popolare di Verona
Verona AG 5
IBAN: IT3510503411711000000005060
SWIFT/BIC (International Code): BAPPIT21047
Details: NAME + SURNAME + Excursion 2

Evidence of the completed payment should be sent to convegni@isu-services.it before the 4th of September 2015.
At the Registration Day of the Conference the remaining 17 euros must be paid in cash.



Tour 2: Valpolicella

Valpolicella, famous for the production of its excellent wine (Valpolicella, Recioto della Valpolicella and Amarone above all), is geographically a body of small valleys, gently sloping towards the hills behind Verona. Blessed by a mild climate, the landscape is made up of low rolling hills, fully by vineyards, olive and cherry tree groves. Besides, a high interest is raised by the numerous villas, ancient churches and small stone built villages.

Tour Program:

19th of September 2015

- 10:00 - Departure from the city center of Verona with a Gran Tourism Bus
- 10:30 - Arrival at the first Winery "Bertani" at Villa Novare (Bertani Mosconi)
- 10:30/12:00 - Visit of the Villa and Wine Tasting
- 12:30 - Light Lunch at Osteria al Bugiardo
- 13:30 - Visit at Pieve di San Floriano
- 14:30 - Visit at Pieve di San Giorgio (Sant' Ambrogio di Valpolicella)
- 15:30 - Arrival at the second Winery "Allegrini" at Villa della Torre
- 15:30/16:30 - Visit of the Villa, to Cellary and Wine Tasting
- 17:00 - Return to Verona

Fee: 80 euros

Fee includes:

- Return trip in Private Bus
- Guided tour of the Wineries
- 2 Wine Tasting (3 wines each)
- Light Lunch

Please, pay the booking fee of 40 euros to:
International Students Union
Banca Popolare di Verona
Verona AG 5
IBAN: IT3510503411711000000005060
SWIFT/BIC (International Code): BAPPIT21047
Details: NAME + SURNAME + Excursion 1

Evidence of the completed payment should be sent to convegni@isu-services.it before the 4th of September 2015.
At the Registration Day of the Conference the remaining 40 euros must be paid in cash.

Practical information (a-z)

BANKS & CREDIT CARDS

In the city centre there are several banks open from 08:30 am to 12:30 am and from 14:30 to 16:00 approximately. There are also many ATMs operating 24/7. In Italy all main credit cards are accepted.

CRIME AND PERSONAL SAFETY

Verona centre is safe. Nevertheless, we recommend using common sense, keeping an eye on your wallets when in crowds and possibly avoiding carrying too much cash or wearing flashy jewelry.

CURRENCY

The Italian currency is Euro (€).

ELECTRICITY

In Italy voltage is 230 and frequency is 50 Hz. The electric plugs are mainly type C, F (Schuko) or L (three pole "Italian" plugs. This standard includes two models rated at 10 A and 16 A that differ in contact diameter and spacing. Both are symmetrical, allowing the plug to be inserted in either direction.

LANGUAGE

The official language is Italian. Verona is a popular tourist destination, so most of the restaurants and bars staff speaks English and German.

LOCATION AND WEATHER

Verona is located in the north east part of the Italian peninsula and it is 59 meters above sea level. The city experiences hot summers and cold, humid winters, even though tempered by Garda Lake influence.

OPENING HOURS

Offices: Monday - Friday 09:00/13:00 pm - 14:00/18:30 pm. Shops: Monday - 09:00/19:30. Tuesday - Saturday 09:00/12:30 - 16:00/19:30. Supermarkets: Monday - Sunday 08:30/12:30 - 15:30/19:30. In the city centre, shops and supermarkets usually stay open from 08:30 to 19:30 Monday to Saturday.

RENT A CAR

The following car rental companies offer service at Verona Airport (Villafranca) and at Main Train Station (Porta Nuova): Hertz, Happy-car, Rentalcars

SMOKING

On the 10th of January 2005 smoking bans were introduced in all public places, such as bars, restaurants, hotels, offices, shops, etc... with the exception of places with reserved smoking areas, offering a suitable ventilation system.

TAXES

In Italy all services and goods are usually subject to 21% VAT. In restaurants VAT is 10% and is usually already included into the bill.

TELEPHONES

Italy country code is 0039. For international calls, dial 00 + national code + area code + personal number.

TIME

The Italian local time is UTC (GMT) + 1, that means one hour ahead of Greenwich Mean Time. Italy adopts the daylight saving time (DST) from the last Sunday of March till the last Sunday of October.

TIPPING

In all restaurants, bars, taxis etc... the service is included in the price. Tips are happily accepted but it is not necessary for you to pay anything more than the amount assessed.

EMERGENCIES

In case of sanitary emergencies or dangerous situations the number to call is 118. Carabinieri (Italian military police) 112 Police 113 Fire brigade 115 CHEMIST'S In the city centre there are several chemist's shops, easy to recognize by a green bright cross. They open Monday - Friday from 9.00 am to 12.00 am and from 4.00 pm to 7.00 pm. Duty pharmacies open also on weekends and holidays. Find the list of the chemist's shops with the timetable on www.farmacieverona.it or outside every chemist's shop.

European emergency call center: 112

HOSPITALS

Ospedale Civile Maggiore Piazzale A. Stefani, 1 37126 - Verona Policlinico G. Rossi Piazzale L. A. Scuro, 10 37134 - Verona Switchboard 045 812 11 11