

# Discovering Italy

Italy and its economy and society through historic and cultural perspectives

by Italian-Slovenian Forum (Italijansko-slovenski Forum italo-sloveno)

Wednesday, 20th September at 4:30 p. m.

At FELU

Ekonomška fakulteta, Kardeljeva ploščad 17, Ljubljana

Pink Hall, 2nd Floor

*Dear friends, professors and students of IMB at FELU, members of Italian-Slovenian Forum,*

*It is a pleasure to invite you to a unique event which aims at offering a unique incentive to getting to know Italy, its historic and cultural diversity, only to be able to dive deeper into its economy and today's societal challenges.*

*We will take a view on Italy from different perspectives, as a complex historic and cultural phenomenon, what will help us dive into the roots of its diversity and richness of historic and cultural heritage, a resource for the today's global positioning of the Italian economy.*

*We will discuss Italy's economy today and take a look at the Italian banking system before going into the main lecture of the evening, treating a critical episode in the monetary history:*

***The contest between good and a bad currency defines the divide between the North and the South*** by the historian Massimo Sbarbaro.

*Last but not least, we will take time for informal entertaining and socialising along a selected wine tasting provided by Vineria del Ponte.*

*The event will be held in English.*

*May I thank to all the contributors of this programme: Mr Stefano Cerrato, director of Italian Cultural Institute in Ljubljana, Ms Beverli Bremec, deputy director of Italian Trade Agency - ICE in Ljubljana, Mr Giancarlo Miranda, Giancarlo Miranda, CEO, Intesa Sanpaolo Bank and President of Supervisory Board, Slovenian Bank Association and Mr Massimo Sbarbaro.*

*Special thanks to Professors Janez Prašnikar and Polona Domadenik, the "old" and the "new" director of IMB Programme, for hosting the Forum's event and for taking students to Italy on their study trip.*

*For those who are more curious, I invite to tap into these links below to get out more from the lectures:*

[https://en.wikipedia.org/wiki/Holy\\_Roman\\_Empire#Interregnum](https://en.wikipedia.org/wiki/Holy_Roman_Empire#Interregnum)

[https://en.wikipedia.org/wiki/Florin\\_\(Italian\\_coin\)](https://en.wikipedia.org/wiki/Florin_(Italian_coin))

[https://en.wikipedia.org/wiki/Coinage\\_of\\_the\\_Republic\\_of\\_Venice](https://en.wikipedia.org/wiki/Coinage_of_the_Republic_of_Venice)

[https://en.wikipedia.org/wiki/Gresham%27s\\_law](https://en.wikipedia.org/wiki/Gresham%27s_law)

<https://en.wikipedia.org/wiki/Augustalis>

*I am looking forward to meeting you all on Wednesday at FELU - Ekonomska fakulteta.*

*Yours Sincerely*

*Jurij Giacomelli*

*President, Italian-Slovenian Forum*

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### Event Programme

- 16:30      **Arrival of participants, coffee**
- 17:00      **Opening of the Programme:**  
**Welcome address**  
prof. Janez Prasnikar, PhD and prof. Polona Domadenik, PhD, Programme Directors, IMB (7')  
**Italy: its economy and historic diversity - Introduction**  
Jurij Giacomelli, President, Italian Slovenian Forum (7')
- A first glance at creative industries and cultural heritage in Italy**  
Stefano Cerrato, Director, Italian culture institute, Ljubljana (12')
- Italian economy, its challenges and perspectives (12')**  
Beverli Bremec, Deputy Director, ITA - ICE Ljubljana
- Fiscal stability and the Italian banking system: an expert view**  
Giancarlo Miranda, CEO, Intesa Sanpaolo Bank and President of Supervisory Board, Slovenian Bank Association (12')
- Q&A (10')
- The contest between good and a bad currency defines the divide between the North and the South**  
prof. Massimo Sbarbaro, PhD, historian (45')
- Q&A and Informal discussion (10')
- 19:00      **Aperitivo italiano**  
Networking between IMB students and members of Italian-Slovenian Forum (45')
- 19:45-20:00      **Closing**