

## WORKSHOP on **Negotiation**

An interactive day with experts from  
the academic and business world:  
learn practical tools to enhance  
your negotiation skills

**USI** Lugano, Saturday 13.11.2010

- 09:00 **Welcome**  
Prof. Piero Martinoli, USI President
- 09:30 **Analyzing negotiation structures**  
Prof. Gianluca Carnabuci, USI
- 10:30 *Coffee break*
- 11:00 **Challenges of negotiation in time of crisis:  
The Colombian case**  
Prof. Jean Pierre Gontard, Former Co-director IUED
- 12:00 **Networking lunch**
- 14:00 **Negotiation in mobile communication market**  
Andreas Wetter, Chairman of the Board at  
Orange Communications
- 15:00 *Break*
- 15:30 **The role of trust, fairness and reciprocity in negotiation**  
Prof. Alessandro Lomi, USI
- 16:30 **Discussion moderated by**  
Prof. Erik Larsen, USI
- 17:00 **Apero**



**REFRESH YOUR SKILLS**