



CKGSB
长|江|商|学|院
CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS

SDA Bocconi
SCHOOL OF MANAGEMENT

Global Unicorn Program:

Innovation, Scaling and The Next Generation of Unicorns Program

A joint program between CKGSB and SDA Bocconi School of Management

Mission

Innovation, Scaling and The Next Generation of Unicorns Program's mission is to play a critically important role in building a global ecosystem that fosters a new generation of unicorns with a renewed and enhanced emphasis on **global responsibility, social purpose and long-term perspective.**

According to CB Insights, by the end of September 2024, there are 1,248 unicorns worldwide with total cumulative valuation of \$3,774 billion. 51 countries have at least one unicorn, with the U.S., mainland China, and India leading with 653, 175 and 70 unicorns respectively. France has 25 unicorns, ranking it as the 6th country in the world by number of unicorns and 3rd in Europe.

Substantive and continued **economic disruption** is a vital component in promoting economic development and social advancement. Economic disruptions are indispensable in generating upward social mobility (particularly for young people) and highly relevant and important for both developed and developing economies.

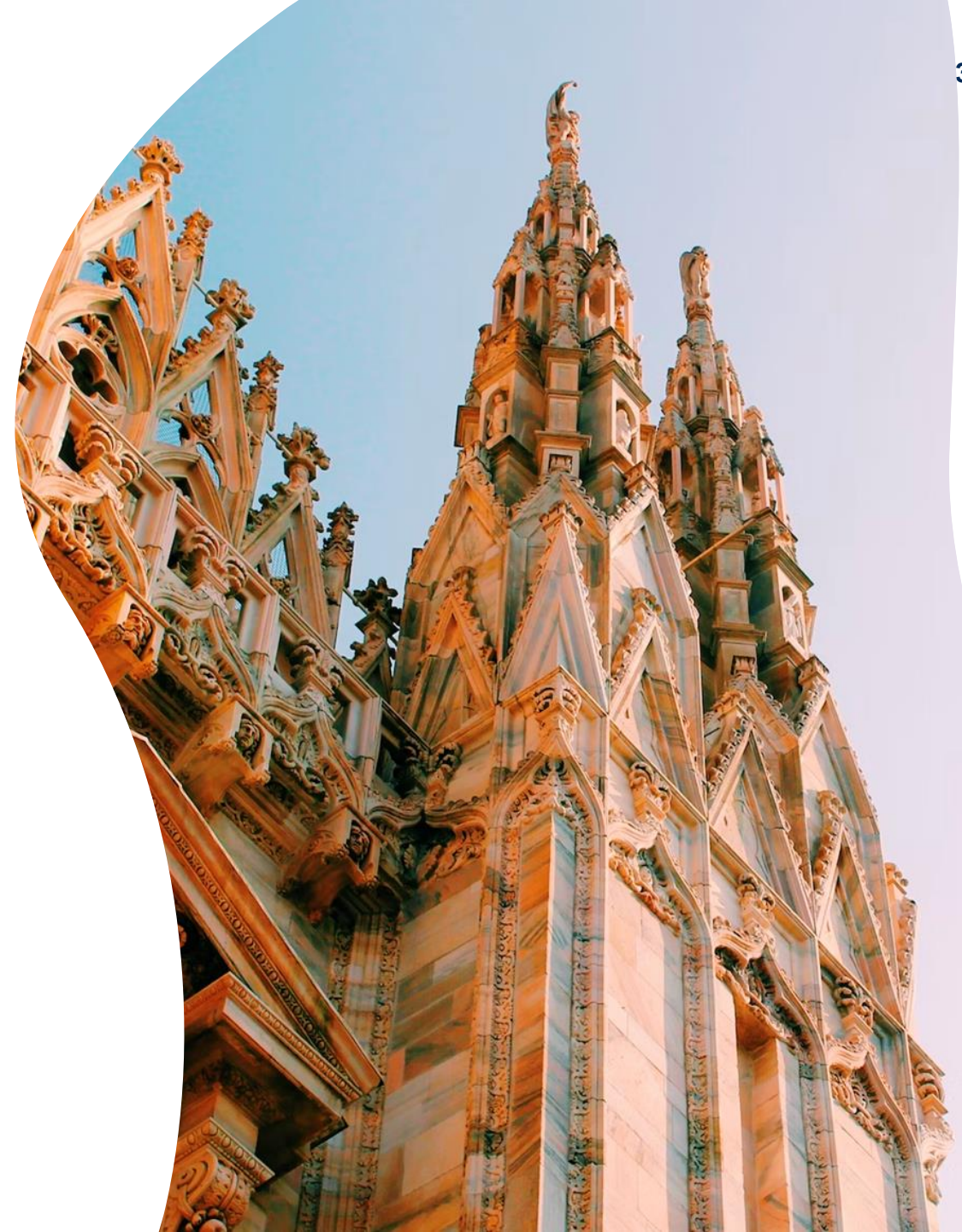


Innovation, Scaling and The Next Generation of Unicorns Program

The Innovation, Scaling, and The Next Generation of Unicorns Program is a learning experience designed to equip you with the knowledge and skills needed to scale luxury brands globally. This program delves into the core elements of innovation, brand strategy, digital transformation, and sustainable practices essential for building successful unicorn ventures.

Over 4 engaging days, you will have the chance to explore how to craft compelling brand stories, leverage blockchain and tokenization to enhance the luxury experience, and implement ESG practices to drive sustainable growth. The program focuses on strategies for hyper-scaling and navigating international markets, ensuring that you will leave with actionable insights to position your brand as a global leader.

- **World-Class Speakers:** Learn applicable insights from academics, unicorn/scaleup founders, investors and executives from iconic companies in luxury and financial sectors
- **Exponential Tech:** Harness the power of exponential technologies such as Web 3.0, AI and beyond, to accelerate business growth & path to become a unicorn
- **Cross-border Networking & Insights:** Network with like-minded unicorn founders, scaling entrepreneurs & investors, grasp the latest trends and insights, and forge potential partnerships
- **Accelerated Growth:** Engage with leading investors from PE/VC funds, family offices, and government officials



PROGRAM AGENDA



DAY 1

Mon, 21st July

Essences of Made in Italy

9:00 – 10:30

Welcome speech *Prof. Gigante SDA Bocconi*
Opening ceremony & Program Orientation
including *Discussion panel: Innovation as key element for the success in the next years*
Guest: S. Passera, E. Casati (Velasca)

10:30 – 12:00

Economic Disruption and A Global Ecosystem for the Next Generation of Economic Disruptors

XIANG Bing, Founding Dean and Professor of China Business and Globalization, CKGSB

12:00 – 13:30

Lunch break

13:30 – 15:00

How to scale up an Italian idea

G. Gigante, Professor of Finance, SDA Bocconi

Guest Speaker: D. Ferrero, CEO of Venchi

15:30 – 18:00

Entrepreneurship factors: Driving NextGen for Succession and Innovation (Round Table)

Silvia Rella, ICE SDA Bocconi

Guest speakers: G. Donvito (P101 VC), S. Sardo (Certares), S. Caspani (DeA Capital)

18:00 – 21:00

Welcome "Aperitivo" and social activities



DAY 2

Tue, 22nd July

Creating A Powerful Brand

9:00 – 12:00

Strategies and Insights in Luxury Brand Marketing

Michel Chevalier, President of Dusita Perfumes, Visting professor of Luxury Marketing and Retailing at HEC, coauthor of "Luxury Retail Management" and "Luxury China" + Industry Speaker

12:00 – 13:00

Lunch break

13:00 – 15:00

Creating a Brand Story that Resonates With a Global Audience (Round Table)

Laura Pan, Professor of International Management, SDA Bocconi + Panelist Iacopo Pesavento (CEO - branding records) Ivan Perra (CCO - Moschino) Micael Barilaro (Former VP of brand Innovation – Gucci)

15:00 – 18:00

Field Study: Dolce & Gabbana Alta Moda

Luxury Fashion Brand

18:00 – 20:00

Networking event



DAY 3

Wed, 23rd July

Digital Innovation & Sustainability

9:00 – 10:30

The Digital Era: Blockchain And Tokenization As A New Opportunity In The Luxury Industry
Andrea Cerri, Professor of Finance, SDA Bocconi

10:30 – 12:00

Traceability of Luxury Goods: Digital Product Passports (DPP)

Laura Pan, Professor of International Management, SDA Bocconi + Guest Speakers Davide Di Stefano (Aura Blockchain consortium)

12:00 – 13:00

Lunch break

13:00 – 15:00

Green Glamour: The Evolution of ESG Practices in Luxury

ZHU Rui (Juliet), Professor of Marketing, Director of Center for ESG and Social Innovation, CKGSB + guest-speakers

15:00 – 16:30

Field Study: Daniele Amato
Luxury handbags brand

16:30 – 18:00

Field Study: EDRA

Luxury Furniture Company

19:00 – 22:00

Social activities and Farewell dinner



DAY 4

Thu, 24th July

Global Expansion Strategies

9:00 – 11:00

Hyper Scaling up for Exponential Growth in the Luxury Industry
TENG Bingsheng, Professor of Strategic Management and Associate Dean for Strategic Research, CKGSB

11:00 – 12:00

Made in Italy: How To Expand Your Business to Italy
F. Palazzari (Nemo)

12:00 – 13:00

Lunch break

13:00 – 15:00

Young Founders in International Growth (Round Table)

Panelists from 3F industries: G. Calza (GCDS), M. Credendino (Artemest)
Andrea Cerri, Professor of Finance, SDA Bocconi

15:00 – 17:00

Certificate Ceremony and Closing Remarks

Key takeaways



- Preserve Luxury Brand Legacy and Drive Innovation**
 Explore strategies for balancing heritage preservation with forward-thinking innovation, tailored for next-generation succession planning in luxury management
- Tap In The Digital Era of Luxury: Blockchain and Tokenization**
 Learn how blockchain and tokenization are transforming traceability, authentication, and customer engagement in the luxury industry through Digital Product Passports (DPP).
- Apply The Latest Sustainable Practices And Prepare For The Future**
 Learn how to integrate ESG practices into the core of your luxury business, exploring the intersection of environmental consciousness and high-end fashion to meet global sustainability goals.
- Learn Directly From Luxury Industry Leaders**
 Gain firsthand insights from high-end fashion brands headquartered in Milan, such as Valentino, Daniele Amato and the luxury furniture company EDRA , exploring how traditional craftsmanship meets cutting-edge digital transformation.
- Accelerated Growth Opportunities**
 Participate in expert-led discussions and workshops on scaling luxury businesses globally, leveraging Italy's branding excellence for international growth.

Featured Faculty & Speakers



XIANG Bing

Founding Dean and
Professor of China
Business and
Globalization, CKGSB



ZHU Rui (Juliet),

Professor of Marketing,
Director of Center for
ESG and Social
Innovation, CKGSB



David R. Bell

Endowed Chair
Professor at Wharton



Stefano Caselli

Dean, SDA Bocconi
School of Management



Gimede Gigante

Director, Innovation
and Corporate
Entrepreneurship, ICE
SDA Bocconi



Andrea Cerri

Innovation and
Corporate
Entrepreneurship, ICE
SDA Bocconi

Guest Speakers:

G. Donvito P101 venture & Italian Tech Alliance

S. Caspani Managing Director DeA Capital

D. Ferrero Founder & CEO Venchi

S. Sardo Managing Partner Certares

E. Casati Founder Velasca

L. Passera CEO Lario Hotels

Target

TARGET AUDIENCE is made of:

- ✦ **Founders** of unicorn, soon-to-be unicorns and promising startups that are looking for growth insights and investment to take their businesses to the next level
- ✦ **Investors** from VC, PE firms and other investing entities such as corporate venture arms and family offices who wish to invest into the fast-growing sectors
- ✦ **Senior executives** from leading organizations who are responsible for driving and embracing disruptions within their companies
- ✦ **Top management** from NGOs, senior government officials and public sector representatives who are dedicated to enhancing local ecosystems for unicorns



Moments of the first edition of the Global Unicorn Program in Luxury Management: Food, Fashion and Furniture with SDA Bocconi 2023



Why SDA Bocconi School Of Management

For more than 50 years, SDA Bocconi has been committed to fueling educational experiences with passion for knowledge and concrete know-how, creativity and scientific rigor, cultural and international diversity. Ranked among the top institutions in the world, they support the continuous growth, improvement and transformation of people, companies, and organizations. The school is based in Milan with the biggest urban campus in Europe, a new headquarter in Rome and a pan-Asian hub in Mumbai.

SDA Bocconi School of Management anticipates the future and embraces courage, imagination, and a strong sense of purpose. They are determined to play a leading role in the global market of higher education while remaining true to our Italian identity and openness to the world.



Why Cheung Kong Graduate School Of Business

Established in November 2002, CKGSB is China's first privately funded and research-driven business school. Today, CKGSB is the preferred choice by chairmen and CEOs of some of the most prominent and influential companies, iconic entrepreneurs and a new generation of disruptors.

World-class Full-time Faculty

Most of our 55 world-class professors held tenured positions at world-leading universities – such as University of Chicago, Columbia University, Darden School of Business, University of Michigan, MIT, Wharton and Yale - prior to joining CKGSB. They provide a global perspective to our programs.

Unique “Top-of-the-Pyramid” Approach

Since its establishment, CKGSB has focused on companies' top decision-makers, such as chairmen and CEOs of the most influential companies and iconic entrepreneurs, which few other educational institutions have been able to serve. Companies' leaders need to understand and navigate through the global complexities brought by technological disruptions and geopolitical instability.

50%+ of CKGSB's 21,000 alumni are at the CEO and Chairman level. 12 CKGSB alumni were named in Fortune China's "50 Most Influential Business Leaders in China in 2022". 23 out of the 100 Chinese entrepreneurs on Forbes China Philanthropy List in 2021 were CKGSB alumni. 4,000+ global executives to date have participated in CKGSB's English and foreign-language programs since 2009.

Global Ecosystem Fostering Unicorn Companies

More than 1,200 founders or top-decision makers of start-up companies participated in CKGSB programs held in partnership with Alibaba, Amazon, ByteDance, Baidu, JD.com, Microsoft, Tencent, SoftBank and other venture capital firms, to develop unicorn and soon-to-be unicorn companies. 39 founders of unicorn companies on CB Insights studied at CKGSB.



Program Details



Innovation, Scaling and The Next Generation of Unicorns Program

Fee: EUR 8,000.00 [Exc. VAT] *(Including tuition, teaching materials, lunch onsite, bus transfer to field studies, simultaneous interpretation if applicable); Alumni (20% off)*

Duration: 4 days

Location: Milan

Date: 21-24 July 2025

CONNECT WITH US

LONDON

Jennifer WANG
Jenniferwang@ckgsb.edu.cn
 +44(0)7717 748 855

BEIJING

Mara YUAN
ytyuan@ckgsb.edu.cn

SEOUL

Madi YOO
madiyoo@ckgsb.edu.cn

HONG KONG

Jessy YAO
jyyao@ckgsb.edu.cn

NEW YORK

Rong XIAO (Renee)
xrong-bp@ckgsb.edu.cn

