

International Business Strategy Week Week Schedule

'IBS: another module or a whole new story to share?'

Fall Semester 2022 | **Module leader:** Dr. Lenia Papadopoulou-Kelidou



Monday 14.11.2022

11:00-13:30 Assignment Working groups (venue: ILC)

13:30-14:00 Break

14:00-16:00 **Presentation: 'Product Country Image (PCI) and the country of origin effect'**

Auditorium
(5th floor)

Prof. Leslie Szamosi

Director, Pan-European MBA, CITY College, University of York Europe Campus



Tuesday 15.11.2022

11:00-13:00 Assignment Working groups (venue: ILC)

13:00-13:30 Break

13:30-15:30 **Presentation: 'Strategic Financial Planning'**

Auditorium
(5th floor)

Mr. Chris Liassides

Associate Professor, Business Administration & Economics Department,
CITY College, University of York Europe Campus



15:30-16:30 **Presentation: 'Success Stories and the Way Forward'**

Auditorium
(5th floor)

Mr. Ioannis Verginis

Member of the Board of Directors, Arab-Hellenic Chamber of Commerce and
Development
President of Trade Department, Thessaloniki Chamber of Commerce and Industry
Honorary Consul of the Grand Duchy of Luxembourg, Thessaloniki



16:30-17:30 Break and/or Assignment Working groups (venue: ILC)

17:30-18:30 **Presentation: 'Building an International Brand;
A Brand that has it All! The Case of Embryolab IVF'**

Auditorium
(5th floor)

Dr. Dimitrios Nikolaidis

CEO of Embryolab IVF Clinic



Wednesday 16.11.2022

13:00-15:00 Assignment Working groups (*venue: ILC*)

15:00-15:30 Break

15:30-17:00 Presentation: 'Setting and Establishing Strategic Alliances: the Barrier of Exit'

Auditorium
(5th floor)

Dr. Lenia Papadopoulou-Kelidou

Lecturer, CITY College, University of York Europe Campus



17:00-18:00 Presentation: 'International Business Practices: A Case Study of Exports in Europe and Middle East'

Auditorium
(5th floor)

Mr. Othon Pylarinos

Operations Manager, AXEL S.A.



18:00-19:00 Presentation: 'International Strategies for Sensitive Products: Ioniki Sfoliata goes International'

Auditorium
(5th floor)

Mr. Yannis Vaharoglou

COO, Ioniki S.A.



Friday 18.11.2022

10:00-16:00 Oral presentations
(specific timeslots for each group yet to be confirmed)
L3-L4
(7th floor)

The module contributes to the following employability profile attributes

