Trento Marketing Challenge
Final Event
6th February 2018
Department of Economics and Management
Via Inama, 5—38122 Trento

Trento Marketing Challenge (TMC) is a marketing competition organized by the University of Trento (Department of Economics and Management and International Office) coordinated by Prof. Italo Trevisan, in collaboration with the Ural State University of Economics (USUE) in Yekaterinburg, the North Caucasus Federal University in Stavropol (NCFU) and the University Cardenal Herrera (CEU) in Valencia.

The aim of TMC is to connect the small- and medium-sized companies in the Triveneto area and in the Partner countries with the students of the Master courses, offering them a chance to participate in real consulting projects. Students from all Partner universities work jointly in multicultural groups.

Programme
09:30 - 09:45 Welcome speech by Prof. Italo Trevisan - Room 3D DEM
   9:45 - 13:00 Students’ Presentations:
   13:00 - 14:30 Lunch break
   14:30 - 17:00 Students’ Presentations

Partner Universities
North Caucasus Federal University (NCFU), Stavropol, Russia - Prof. Elena Shatskaya
Ural State University of Economics (USUE), Ekaterinburg, Russia - Prof. Andrei Drevalev
University Cardenal Herrera Valencia (CEU), Spain - Prof. Francisco Suay Perez and Prof. Pablo Martín Lozano (Skype)

Partner Companies
Casa Vigar, Gabol S.L., Global Omnium, IMPA S.p.A., Oceanografic, Stilsoft, VISION Srl

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