

The Chinese middle class going global? The internationalization of Chinese household strategies

Centro Einaudi, via Ponza 4/e, Torino
July 3rd 2014, 3-5.30 pm

Welcome address and Chair: **Anna Caffarena** (Università di Torino and Centro Einaudi)

Introduction: **Anna Paola Quaglia** (Centro Einaudi and T.wai)

Keynote speaker: **Luigi Tomba** (Australian National University)

Questions & answers session

Following this session, at **6 pm**, a hands-on workshop sponsored and organized by the **TOChina Alumni network** will discuss business outlook and tools for strategic engagement with China's market after the new round of economic reforms. **Roberto Zuccato** (ESCP Europe business school), **Giovanni Andornino** (Università di Torino and T.wai) and **Yue Cao** (T.wai) will be leading the conversation.

*Lecture and workshop are part of the 8th edition of **TOChina Summer School**. Working language will be English throughout the proceedings.*