



School of Economic and Management Achademy of Art & Design

Tsinghua University, Beijing



Seminar



Unveiling the Mystique of "Made in Italy" Italian Fashion Branding and Strategy as a case example

23 March 2006 Thursday,
6:30 pm (end around 8:30 pm)

Room 2001, Level 2, Wei Lun Building (North)

School of Economic and Management,
Tsinghua University
Beijing, China 100084

By:

- ✦ **Francesco D'Aprile** - Partner P&D consulting, Professor of Strategy in Fashion Industry University of Bari, Italy, President of APCO, Italian Institute of Management Consultants
- ✦ **Liew Shin Liat** - President of LSL Partners Consulting Pte Ltd, Council Member of Nanyang Academy of Fine Arts Singapore

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