



At the start of their Global Immersion Program in Milan, PMBA students were introduced to key aspects of the Italian economy, trade, commerce, and EU policies. They also explored Milan's significance as both a business and cultural hub through visits to institutions such as AICE (the Italian Association of Foreign Trade) and Milano & Partners.

The students gained insights into the banking and digital payments sectors with visits to Banor SIM and BIP. They then had the opportunity to engage with two of Milan's two truly global companies. At Maire Group, they learned about the company's innovative sustainable technology solutions aimed at driving energy transformation, as well as its broader sustainability, social innovation, and collaboration strategies.

At Elemaster, the group received a true red-carpet welcome. They met with the company's founder, president and CEO, along with its CFO, COO, CTO, and head of sales. The visit included a comprehensive presentation, a tour of the factory, and a dinner with the CEO.

The program also kicked off a series of luxury brand visits, starting with Dolce & Gabbana, one of Milan's most iconic luxury lifestyle brands. Students toured the brand's showroom and two flagship stores in the heart of the city, hosted by the head of corporate communications. And this was only in the first two days! Stay tuned for more.

