



[www.siec-isbe.org](http://www.siec-isbe.org)

# 2020 92<sup>ND</sup> SIEC INTERNATIONAL CONFERENCE IN TRIESTE - ITALY

We cordially invite you to participate in the 92nd SIEC-ISBE International Conference to be held in Trieste, Italy.

This conference will focus on the theme "Sustainability Meets Business Education". For our societies to be sustainable, it is vital for our future leaders to understand and fully integrate sustainability concerns in their thinking and acting.

Our major goal is the encouragement of wide reflections on the importance of sustainability in business education and its effects on economic, environmental and societal aspects.

The conference sessions include keynote addresses, presentations and workshops of researchers and practitioners, company visits and the chance to learn more about the history of Trieste.

Please visit [SIEC-ISBE Home](http://www.siec-isbe.org) for up-to-date details.

TRIESTE - ITALY

JULY 26 – JULY 30,  
2020

SUSTAINABILITY MEETS  
BUSINESS EDUCATION

DETAILS & CALL FOR  
PAPERS

REGISTRATION  
DETAILS ARE NOW  
AVAILABLE ON OUR  
WEBSITE



## Welcome to Trieste

*Trieste - a city for everybody:* Trieste is the polyglot capital of the northeastern Italian province of Friuli Venezia Giulia. From 1380 to World War I it was under Habsburg rule and provided a gateway to the world for central Europe. As the jewel in the Austro-Hungarian Empire's crown, the city fostered diversity, keen to attract wealthy immigrants. Even the Triestine dialect incorporates traces of German, Italian, Slovene, Greek and Croatian.

*Trieste – a city of history:* A combination of geographic and historical factors has made Trieste a city unique. Because of the different ethnic groups who have lived in the area, it is not a typical Italian city. Trieste flourished as part of Austria from 1382 until 1918, when it was considered one of the most prosperous Mediterranean seaports as well as a capital of literature and music. After World War II the city was an important spot in the struggle between Eastern and Western blocs. In 1954 it became officially part of the Italian Republic and capital of the autonomous region Friuli-Venezia Giulia.

*Trieste – a city of research and sustainability:* Though it is the smallest province of Italy, Trieste is known as a dynamic hub for research and higher education focusing on sustainable development and growth. In 2020 Trieste will be Europe's Capital of Science and will host numerous international conferences, meetings, exhibitions and workshops in the field

## Venue

The 2020 SIEC International Conference in Trieste will take place in the following location:

**NH Hotel Corso Camillo Benso Conte di Cavour, 7, 34132 Trieste**

Tel.: +39 040 7600055

[nhtrieste@nh-hotels.com](mailto:nhtrieste@nh-hotels.com)

<https://www.nh-hotels.com/hotel/nh-trieste>



The NH Trieste hotel offers a perfect setting for the SIEC conference: numerous meeting rooms with natural light as well as a veranda to hold presentations, workshops, meetings and round tables.



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## Schedule

### Tentative Program – Delegates\*

#### Sunday, July 26

- 1 pm-2:30 pm PDC Meeting
- 2:30 – 4 pm Board Meeting (with chapter presidents)
- 6-7 pm First Timers' Meeting
- 7-9 pm Buffet Reception

#### Monday, July 27

- Registration
- Welcome and Greetings
- Opening Session (keynote speeches)
- First Assembly of Delegates
- Visit of Commercial Harbor Trieste
- Networking Dinner

#### Tuesday, July 28

- Concurrent Sessions
- Guided Tour in Trieste
- Dinner on your own

#### Wednesday, July 29

- Concurrent Sessions
- Chapter Evening

#### Thursday, July 30

- General Session (presentation)
- Second Assembly of Delegates
- Excursion to coffee manufacturer
- Farewell Dinner

#### Friday, July 31

- 9-10:15 am Board Meeting
- 10:30-11:45 am PDC Meeting

### Tentative Program – Accompanying Persons\*

#### Sunday, July 26

- 7-9 pm Buffet Reception

#### Monday, July 27

- Registration
- Visit of Commercial Harbor Trieste
- Networking Dinner

#### Tuesday, July 28

- Excursion (can be arranged on your own)*
- Guided Tour in Trieste
- Dinner on your own

#### Wednesday, July 29

- Excursion (can be arranged on your own)*
- Chapter Evening

#### Thursday, July 30

- Excursion (can be arranged on your own)*
- Farewell Dinner

\*(may be subject to changes, detailed schedule will be announced as soon as possible)



## IMPRESSIONS



## Conference Topic

In 2015, world leaders agreed to 17 goals for a better world by 2030. These sustainable development goals have the power to end poverty, fight inequality and address the urgency of climate change. Guided by these goals, it is now up to all of us to work together to build a better future for everyone.

Excursions and keynote speeches of the 2020 International SIEC Conference are meant to share experiences, initiatives and best practices of companies and organizations in sustainability (such as UniCredit Group, Assicurazioni Generali Group, Italian Educational Authority, Illycaffè S.p.A., Trieste Port Authority).

## Presenters and Call for Papers

### SUSTAINABILITY MEETS BUSINESS EDUCATION Submission Directions

Proposals for workshops, presentations, posters, and favorite teaching tool should be submitted to your country's member on the Professional Development Committee (PDC) or by simply completing the online submission posted on the website <http://www.siec-isbe.org/> by **February 28, 2020**.

Please use the **PDC-Submission Form\*** that is provided on the website.

\*The direct link to make your submission is: [bit.ly/2meVQto](https://bit.ly/2meVQto) [simply place in your search bar and enter].

The review board of the PDC Committee will evaluate the submissions and select those for inclusion in the conference program 2020. Notification of this decision will be made by **March 31, 2020**.

If you need more information, please contact  
Gerry Begeman, PDC Chair,  
your national PDC member, or  
Dana Gray, PDC Review Committee Call for Papers Coordinator.

**New this year**, we will offer a panel through which the opportunity exists for a limited number of panelists to share their favorite and most successful teaching tool to other delegates.



## IMPORTANT FACTS

“SUSTAINABILITY  
MEETS BUSINESS  
EDUCATION”

SUSTAINABLE  
DEVELOPMENT GOALS

WORKSHOPS

PRESENTATION

POSTERS

TEACHING TOOL PANEL

ONLINE SUBMISSION –  
February 28, 2020

SELECTION OF PAPERS  
–  
March 31, 2020

SUBMISSION LINK –  
[bit.ly/2meVQto](https://bit.ly/2meVQto)



## Registration

### Registration Fee:

- Delegates: € 410,-
- Full-time students / Italian delegates: € 370,-
- Accompanying persons: € 250,-

NOTE: After June 1, 2019, all registration fees will increase by 100 EUR.

### Delegate Registration

- Online with credit card \$460 + \$30 processing fee = \$490
- Wire transfer SIEC Austria 410 EUR + 30 EUR processing fee (if originating outside SEPA area\*) = 440 EUR

**Special Registration**—educator in Italy or full-time student (must provide documentation) only

- Online with credit card \$410 + \$30 processing fee = \$440
- Wire transfer SIEC Austria 370 EUR + 30 EUR processing fee (if originating outside SEPA area\*) = 400 EUR

**Social Package**—accompanying persons only

- Online with credit card \$280 + \$30 processing fee = \$310
- Wire transfer to SIEC Austria 250 EUR + 30 EUR processing fee (if originating outside SEPA area\*) = 280 EUR

For **wire transfers within the SEPA area\*** we recommend using the Austrian bank account (no transaction fees!):

Name of bank:	Bank Austria
Account holder:	Österr. Ges. f. d. kaufm. Bildungswesen
Address of account holder:	Welthandelsplatz 1, A-1020 Wien
IBAN:	AT87 1200 0504 0005 7305
BIC:	BKAUATWW
Payment reference:	SIEC-Conference Trieste 2020

Please, check our website [www.siec-isbe.org](http://www.siec-isbe.org).

### Registration Cancellation Policy

100% refund for cancellations received before June 1, 2020  
0 % refund for cancellations received after June 1, 2020

Any fees for transfer and handling are non-refundable.

\* SEPA area (= European Union + Iceland, Norway, Liechtenstein, Switzerland and Monaco)



## REGISTRATION

### REGISTRATION FEES

### PAYMENT OPTIONS

### PAYMENT TERMS

### WIRE TRANSFERS

### REGISTRATION CANCELLATION POLICY



## Accommodation

Recommended Hotels:

1. **NH Hotel (conference hotel!), Corso Camillo Benso Conte di Cavour, 7, 34132 Trieste**  
Tel.: +39 040 7600055  
<https://www.nh-hotels.com/hotel/nh-trieste>

The NH Trieste hotel puts you less than a five-minute stroll from Trieste's historic center on one side and the Adriatic Sea on the other.

Prices per night (including breakfast buffet):

single room            EUR 90,-  
double room           EUR 100,-

Booking link (Italian), valid **until Feb. 3, 2020**

<https://www.nh-hotels.it/event/92nd-siec-international-conference-in-trieste>

Booking link (English), valid **until Feb. 3, 2020**

<https://www.nh-hotels.com/event/92nd-siec-international-conference-in-trieste>

2. **Hotel Nuovo Albergo Centro, Via Roma 13 - 34132 Trieste,**  
Tel.: +39 040 3478790, <https://www.hotelcentrotrieste.it/>

Prices per night (including breakfast):

Single room            € 90,-  
Double room           € 110,-  
3-bed room            € 147,-  
4-bed room            € 184,-

3. **Hotel Savoia Excelsior Palace Trieste, Riva del Mandracchio, 4, 34124 Trieste,**  
Tel.: +39 055 36925, <https://www.starhotelscollezione.com/en/>

Prices per night (including breakfast buffet):

double room (superior)    € 200,- (€220,-)

4. **Hotel Portacavana, Via Felice Venezian, 14, 34124 Trieste,**  
Tel.: +39 040 301313, <http://www.hotelportacavana.it/>

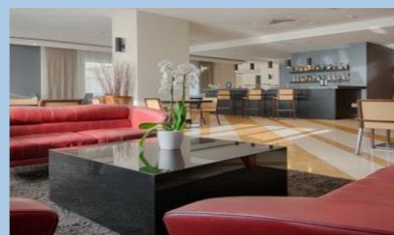
Prices per night:

single room            € 32,-  
double room           € 55,-  
3-bed room            € 64,-  
4-bed room            € 77,-



## ACCOMMODATION

NH Hotel  
Booking before Feb. 3,  
2020



## Getting There

### AIR:

Airport in Trieste: **Friuli Venezia Giulia Airport** (TRS) - formerly Ronchi dei Legionari Trieste Airport) - has direct daily flights to and from Rome (FCO), Frankfurt (FRA) and Munich (MUC).

In less than two hours by train or by bus from Trieste, you can reach Venice International Airport (VCE), Treviso (TSF) and Ljubljana (LJU).

### TRAIN:

The train station (Piazza della Libertà 8) serves Gorizia/Slovenia (€ 5,-, 50 minutes, hourly), Udine (€ 10,-, 1 hour, hourly), Venice (€ 20,-, 2 hours, hourly) and Rome (€ 100,-, 6.5 to 7.5 hours).

Train connections from major cities in Austria and Germany: Check [www.oebb.at](http://www.oebb.at) and [www.bahn.de](http://www.bahn.de)

### BUS:

National and international services operate from the bus station ([www.autostazionetrieste.it](http://www.autostazionetrieste.it)).

Direct bus connections from all major cities in Austria and Germany to Trieste: Check [www.flixbus.at](http://www.flixbus.at)

### CAR:

If you plan to arrive by car, please check whether there is parking space at the hotel available.

## GETTING AROUND:

Trieste is a rather small city and most sights are within walking distance in the center or can be reached by Trieste's public transport system. Bus tickets must be purchased prior to boarding the bus and validated when you get onboard.

Transportation in the course of the official conference program will be organized by SIEC and included in the registration fee.

**Boat** (shuttle boats operated by Trieste Trasporti; check for seasonal services with the tourist office

**Bus** (e.g. Trieste Trasporti bus 30 connects the train station with Via Roma and the waterfront, bus 36 links Trieste bus station with Miramare)

**Taxi** (Radio Taxi Trieste Tel, 040307730, [www.radiotaxitrieste.it](http://www.radiotaxitrieste.it)



## GETTING THERE

By AIR

By TRAIN

By BUS

By CAR

## GETTING AROUND

### PUBLIC TRANSPORT TRIESTE



## Cultural Program

The Province of Trieste is situated at the end of a narrow strip of land in southeast Friuli Venezia Giulia, between the Adriatic Sea and Italy's border with Slovenia. This is an extraordinary destination known for its historic treasures, artworks and middle-European character. It inspired important writers such as Rilke, Joyce, and Svevo.

The charm of the area resides in the elegant city of Trieste, where the Habsburg influence is noticeable and the inland small towns with their longstanding traditions.

If you decide for a pre- or post-conference visit to the region Friuli Venezia Giulia, please find more information on the following website:  
<https://www.turismofvg.it/>

To enjoy a stay in Trieste to the full, visit the city center, undertake **topical trips or different tours** focusing on culture, architecture, history or literature. It is also possible to book a course on coffee, olive-oil or wine and Prosecco tasting.

Check out your favorite activity on  
<https://www.getyourguide.com/> or  
<https://www.discover-trieste.it/Home>

If you are interested in individual sightseeing away from groups, we suggest that you contact our local partner: **Mrs. Paola Alzetta**, professional tour guide, who will organize exclusive tours for you.

e-mail: [paolaalzetta@hotmail.com](mailto:paolaalzetta@hotmail.com)

## Literature

For German speaking delegates we recommend the following books:

- Josef Wallner and Norbert Eisner:  
<https://reisenotizen.ask-enrico.com/index.php/351-triestiner-geschichten>
- Veit Heinichen: He is a German novelist and wrote a series of Trieste-based crime novels.

*Looking forward to meeting you in Trieste!*

Imprint:

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SIEC-ISBE is a nonprofit organization with the goal to enhance the international perspective of business education. Providing information and communication about SIEC-ISBE affairs is the basic purpose of the newsletter.

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CULTURAL  
PROGRAM

SIGHTSEEING

INDIVIDUAL  
TOURS

LITERATURE

