

Programme

European Multinationals

Date: 15-16 April 2024 (Monday-Tuesday)

Conveners: ESSCA EU*Asia Institute Stefano Valdemarin and Thomas Hoerber

Venue: ESSCA School of Management, Lyon (4 Pont Pasteur) & Online

Day 1 – Monday 15 April 2024

Meeting link: [TEAMS](#)

Room: 501 Salle du Conseil, 5th floor

09:30 – 10:00 CET

Welcome & introduction to the workshop

Dr Stefano Valdemarin, ESSCA, EU*Asia Institute

Prof Thomas Hoerber, ESSCA, EU*Asia Institute

10:00 – 12:30 CET

Session – European Multinationals: Global Collaboration and Geopolitical Dynamics

*Chair: Prof Thomas Hoerber, ESSCA, EU*Asia Institute (tbc)*

- **Dr Kehinde Abolarin**, Liverpool John Moores University, *European space multinational's collaboration with Nigeria and the impact on its regional influence*
- **Dr Valérie Fossats-Vasselin**, Lyon 1 University, *Coordination of subsidiaries of MNCs in Asia*

11:00-11:30 CET

Coffee Break

- **Mr Martin Kaspar**, Fränkische Rohrwerke Gebr. Kirchner GmbH & Co KG, **Prof Christopher Williams**, ESSCA, *Reassertion of the nation state over the corporate sector: Implications for EU MNEs*
- **Questions and Answers**



12:30-14:15 CET

Lunch Break

14:30-16:00 CET

Session – Sustainability and Regulations

*Chair: Dr Christoph Weber, ESSCA, EU*Asia Institute*

- **Mr Maurice Wokke**, Tata Steel Nederland and University of Amsterdam, **Prof Christopher Williams**, ESSCA, *The European steel industry – Quo Vadis?*
- **Dr Rosa M. Fernandez Martin**, Keele University, *The contribution of European multinationals to the social pillar of sustainability*
- **Questions and Answers**

18 :45

Conference dinner



Day 2 – Tuesday 16 April 2024

Meeting link: [TEAMS](#)

Room: 501 Salle du Conseil, 5th floor

09:30 – 10:00 CET

Welcome coffee

10:00 – 11:30 CET

Session – Digital Transformation and Agility

Chair: Prof Christopher Williams, ESSCA

- **Ms. Ginevra Testa**, CIELI – University of Genoa, *Challenges and opportunities for European multinationals in today's digital competitive environment*
- **Paula Maria Tomé Dominguez**, University of Salamanca (Spain), *The Implications of the EU Artificial Intelligence Act in the Multinational's Performance*
- **Questions and Answers**

11:30 – 12:00 CET

Closing words by the organisers

Dr Stefano Valdemarin, ESSCA, EU*Asia Institute
Prof Thomas Hoerber, ESSCA, EU*Asia Institute

