



# CROSSING CONTINENTS: WHAT ITALY CAN LEARN FROM CANADA'S AUTOMOTIVE INDUSTRY CHALLENGES

Wednesday October 9, h 3.00 pm

Aula Volpato, San Giobbe Economic Campus

With Prof. **Greig Mordue**

Associate Professor, Walter G. Booth School of Engineering Practice and Technology, McMaster University

In this lecture, Prof. Mordue, expert in semi-peripheral countries within the global automotive value chain, will present an analysis of the Canadian automotive industry over the past decades. He will compare it with the recent trajectory of the Italian automotive industry, aiming to draw lessons from both its successes and failures.

Project "Labour in transition: job-skills development and firm innovation competencies" prot. nr. 2022E4C3YK and received funding from the European Union Next-GenerationEU - National Recovery and Resilience Plan (NRRP) – MISSION 4 COMPONENT 2, INVESTMENT 1.1 Fondo per il Programma Nazionale di Ricerca e Progetti di Rilevante Interesse Nazionale (PRIN) – CUP N. H53D23005790006.

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