



Lugano Hangzhou Online Talk

Cross Border Digital Marketing

22 aprile 2021 10:00-12:00 GMT+1

10:00 **Claudio Gianettoni**, Moderator and Vice President of Ticino Craftsmen Association (Aticrea)

10:05 **Gabriele Balbi and Zhan Zhang**, Director and Researcher of China Media Observatory, Università della Svizzera italiana

10:20 **Roberto Borioli**, Principal of Applied Arts School of Canton Ticino (CSIA)

10:35 **Xia Jinjin**, Founder of Hangzhou Black Coral Global

10:50 **Wang Menghan**, Overseas Business Channel Manager of Sina Weibo

11:05 **Wu Yuanyuan**, Head of Hangzhou Made in Time Creative Design Company

11:20 **Silvia Del Vitto and Stefano Generali**, Client Director of Intarget SA and Managing Director of Intarget China

The event is organized by the City of Lugano and the City of Hangzhou in collaboration with USI, Aticrea, CSIA and Swiss Chinese Chamber of Commerce.

For participation, please register to economia@lugano.ch

