



Venerdì 13: Affrontiamo le Sfide del Project Management senza Paura

When the goin' gets tough... the Tough get goin'

Incontro tra Università Industria e Studenti: Una Giornata sul Project Management fatta da Project Managers

Savona Campus of Genoa University

via Magliotto 1, 17100 Savona, Italy Spes Meeting Room B2

Inizio alle ore 9:00am, venerdì, 13 dicembre, 2013

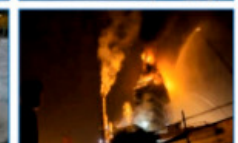
- Prof. Agostino G. Bruzzone, NATO Science & Technology Organization CMRE Project Leader and Simulation Team President: PM in International Programs
- Ing. Francesco Faccio, COMAU, Fiat Group, Project Management in Manufacturing Plant: Experience along years in Western, Eastern, South and North Europe and USA
- Ing. Mariangela Genovese, Fincantieri, Project Management in Ship Construction: Experiences in Europe and South Asia
- Ing. Giulio Barbieri, DCC Senior PM, Industrial Plant within an International Framework: Capability to work around the World
- Ing. Marcello Astesiano, Danieli Centro Combustion, Senior PM, Project Management Complexity: Dimension, Volumes and Size of Industrial Plants
- Dott. Antonio Martella, MS ST, PM in Yacht Industry: Strong Background in a Wide Spectrum of Areas as Corner Stone for Success
- Ing. Giancarlo Montanari, Ansaldo, Project Management in Industrial Plants: Competing in a Global Market



Partecipazione Gratuita, per ulteriori informazioni & dettagli sul luogo del meeting:
Email: massei@itim.unige.it URL: www.liophant.org/siren/2013/pm



www.liophant.org/siren/2013/pm





Friday 13: Facing Project Management Challenges without any Fear

When the goin' gets tough... the Tough get goin'

Academia, Industry & Students Get-Together: A Day on Project Management by Project Managers

Savona Campus of Genoa University

via Magliotto 1, 17100 Savona, Italy Spes Meeting Room B2

Opening at 9:00am, Friday, December 13, 2013

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Free Attendance for further information on the Meeting:

Email: massei@itim.unige.it

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DIME
Università di Genova



Friday 13: facing PM Challenges without any Fear



Simulation Team, in co-operation with M&S Net, DIME Genoa University and Savona Campus Spes, is glad to provide this opportunity to discuss on Project Management with Real Project Managers





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Simulation Team

Universities, Research Centers and Companies operating worldwide in synergy for developing Innovative Solutions with a particular focus in Modelling and Simulation



DIME
Università
di Genova



Liophant
Simulation



CentraLabs
Cagliari



CSU
Australia



CIREM
Università di Cagliari



MSC-LES



etea SICUREZZA



Ant@ptima
we speed up your business



Mik
Riga TU



Universidad
de la Rioja



DIPMEC
Università Calabria



SimCenter Universitat
Autònoma de Barcelona



LOGIXTICA



Università di Perugia



LISIS
Marseille



Rio de Janeiro
Brazil

MITIM
Simulation Team
Genoa Center

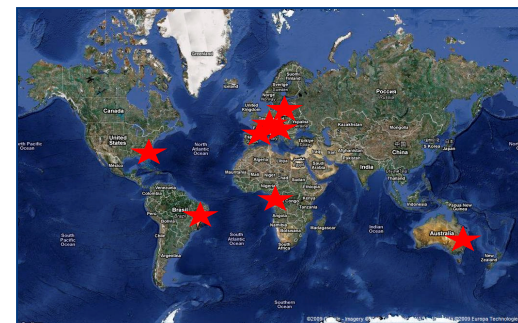
McLeod Institute of
Technology & Interoperable
Modeling Simulation Genoa



SPIRAS Russian
Academy of Science



IMS-LAPS
Univ. Bordeaux



DIME
Università di Genova



McLeod Institute of Technology and M&S M&S Net Genoa Center

Simulation Team
Genoa Center

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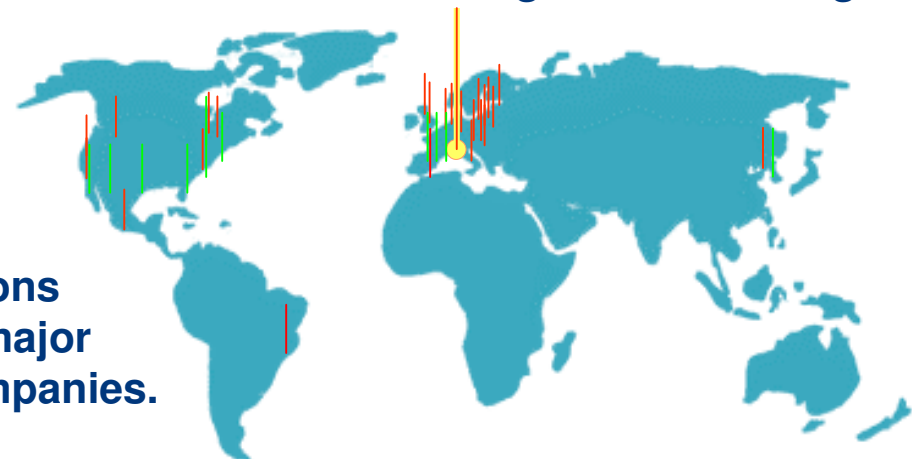


The research group of DIME of *Genoa University* is active from '60 in Simulation applied to Industrial Engineering and is cooperating with M&S Net and MITIM. The activities involve modeling, simulation, VV&A and analysis of Industrial Applications and Services (design, re-engineering, management, training etc.)

as:

Chemical Facilities	Power Plants	PM
Harbor Terminals	Sustainability	Defense
Manufacturing	Assembling	Logistics
Public Transportation		

The Department staff is in touch world-wide with the simulation community and is present actively to conferences, exhibitions and working meetings with the major Associations, Agencies and Companies.



34 M&S Net Centers World-Wide



Simulation Team

Simulation Team MITIM DIME



The Simulation Team - DIME of *Genoa University* carries out many industrial simulation projects in cooperation with the large corporations and small and medium sized Enterprises; some example of recent industrial simulation project are following:



**Polimeri
Europa ENI**



**Fleet Management Planning & Scheduling
Chemical Plant Logistics Optimization**



ADtranz



Ansaldo

**Service and Optimization
for Power Plant Design**



CAE



**Cetena
Fincantieri**



**Simulation & Virtual Project Management
of Car Deck Construction for Fast Ferry**



COOP

**Simulation for Re-Engineering Supply Chain
in a Large Chain of Grocery Stores**



Members of MISS are appointed in several positions in simulation community such as:

- General Director M&S Net (34 M&S Centers worldwide)
- Board of Directors of SCS and Chairman of Technical Chapter
- Member of NATO SAS and NIAG
- Italian Point of Contact of ISAG (International Simulation Advisory Group)



DIME
Università di Genova



Savona Campus & Facilities

The University of Genoa includes a new campus in Savona about 2 km outside Downtown; bus services and large parking areas guarantee easy access

That structure has been obtained transforming Army barracks; today the campus includes a big park with facilities such as tennis courts and sport grounds

The campus holds Courses on Engineering, Communication Science, Medicine, Gyms, Economy and Education; new laboratories have been realised by different groups (Simulation Team Mobile Labs & HLA Lab, Combustion Lab, SIRE, CIMA Labs)



 **Campus Universitario di Savona**
www.campus-savona.it SPES S.p.A.  Università degli Studi di Genova

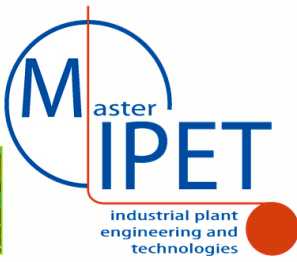


MIPET Master Program

Master in Industrial Plant Engineering & Technologies
www.itim.unige.it/mipet



Simulation Team



The Master in Industrial Plants is a Master degree program organized in Genoa University focusing on preparing new generations of top quality technical experts for process engineering and power equipment supplier as well as construction contractor. Its main aim it is to satisfy the expectation from Leading Industries in term of high technical skills and excellence capabilities in Industrial Plants and Engineering. The Master Program is directed by Faculty of Engineering in strong cooperation with leader industries and major companies operating in these industrial sectors, this aspect guarantees the relevance and effectiveness of the initiative. In fact this project it is part of a large initiative devoted to develop excellence in Industrial Plant Engineering through the synergy between the expertise of Genoa University Engineering Faculty and Top Level Companies with long traditions that are leading this Area Nationally and Internationally in term of turnovers, size, processes and products complexity as well as know how and technical skills.






Master in Industrial Plant Engineering and Technologies
SPONSORS AND SUPPORTERS






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Prof. Agostino Bruzzone
www.master-impianti.unige.it



Project Managers from Real



Prof. Agostino G. Bruzzone, NATO Science & Technology Organization CMRE Project Leader

Ing. Francesco Faccio, COMAU, Fiat Group, Senior Project Manager and Coach for PM

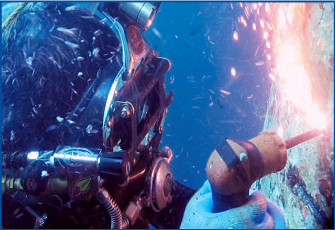
Ing. Mariangela Genovese, Fincantieri, Project Manager

Ing. Giulio Barbieri, DCC Senior Project Manager

Ing. Marcello Astesiano, DanieliCentro Combustion, Senior PM

Dott. Antonio Martella, Marine Surveyor / PM / Ship Yard Director ST

Ing. Giancarlo Montanari, International Project Management Association BoD & Ansaldo PM





Project Managers are used to Keep Calm and Solve Problems



The Clock is ticking!

Don't miss opportunity to interact with Real PM ...and don't Fear to Ask!





Who's Who

Agostino G. Bruzzone

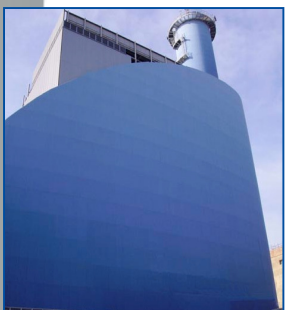
- Basic Engineering Studies in Italian Naval Academy, Pisa and Genoa University
- Mechanical Engineer
- Expert in Modelling & Simulation, Project Management, Operation Management, Industrial Plants & Logistics
- Expertise as Consultant and in Industry, Military Service and Academia
- Experience in Projects with Major Companies (i.e. IBM, LMC, Boeing, Fiat Group, COOP, Ansaldo, Selex, Solvay) and Agencies (i.e. Italian Navy, NASA, DGA, DoD, etc.).
- Full Professor in DIPTM, University of Genoa
- Visiting Professor in Several Universities in North & Latin America, Europe, Australia, Africa and Asia
- World Director of the M&S Net (34 Centers worldwide)
- Director of McLeod Institute of Simulation Science Genoa
- M&S Project Leader for NATO STO CMRE
- Project and Program Manager in R&D Projects and Joint Ventures with Industries and Agencies for several USD millions within last 10 years
- Director of the International Master Program in Industrial Plants for Genoa University.
- Founder and President of Liophant





Intellectual Capital for Future of Engineering

Jack Welch (GE CEO 1981-2001 from \$14 billions market value to over \$410 billions): Globalization has changed us into a company that searches the world, not just to sell or to source, but to find Intellectual Capital: the World's Best Talents and Greatest Ideas



Scientists investigate that which already is; Engineers create that which has never been
Albert Einstein, Physics Nobel Price 1921



They Came from Outer World

Top Companies are used to accept CEO from Foreign Countries based on their capabilities, with an evident Globalization



PepsiCo, USA
Revenues 65.5 bUSD
Profits 6.2 bUSD
Indra Nooyi, India



Coca-Cola, USA
Revenues 48.1 bUSD
Profits 9.0 bUSD
Muhtar Kent, Turkey



Nissan, Japan
Revenues 22.7 bUSD
Profits 1.1 bUSD
Carlos Ghosn, Brazil



Dior, France
Revenues 40.9 bUSD
Profits 1.9 bUSD
Sidney Toledano, Marocco



Deutsche Bank, Germany
Revenues 68.5 bUSD
Profits 0.3 bUSD
Anshu Jain, India



Tata Motors, India
Revenues 34.5 bUSD
Profits 1.8 bUSD
Karl Slim, UK





A Two-Speed World

The crisis pointed out by Media is very relative in term of Geographic/Temporal Coordinates for Instance:

- **Automotive Vehicles: +19% Worldwide from 2008 to 2012**
- **Shipbuilding:**
 Europe from 8% of World Market to 3% (-60%)
 2011: 200 Ship in Construction just in Shanghai Area

GDP:

2012: China	9.5%	Italy	1.3%	Germany	2.0%
USA	2.8%	Qatar	7.1%	Indonesia	6.5%
Russia	4.5%	Angola	10.4%	Nigeria	6.5%
India	7.8%	Iraq	12.5%		
Brazil	4.1%	Chile	4.9%		
Vietnam	6.7%	Malaysia	5.2%		
World	4.5%	Europe	1.7%		



Commercial Vehicle Production 2008-2012			
Rk	Country	Δ Vehicles	[%]
1	USA	1,306,131	27%
2	China	1,186,715	46%
3	Canada	536,629	61%
4	Thailand	532,987	54%
5	India	373,421	77%
6	Mexico	241,481	25%
7	Indonesia	152,851	90%
8	Argentina	69,269	35%
9	Brazil	48,656	7%

Car Production 2008-2012			
Rk	Country	Δ Cars	[%]
1	China	8,785,913	130%
2	India	1,439,445	78%
3	South Korea	716,611	21%
4	Mexico	592,549	49%
5	Thailand	556,314	139%
6	Russia	499,360	34%
7	USA	329,212	9%
8	Slovakia	324,224	56%
9	Indonesia	312,078	72%
10	Czech Rep.	237,728	25%
11	Taiwan	139,329	100%
12	Argentina	98,140	25%
13	Romania	95,500	41%
14	Brazil	77,975	3%
15	Others	62,016	17%
16	Malaysia	25,888	5%
17	UK	18,287	1%
18	Serbia	409	4%
19	Austria	-1,836	-1%
20	Finland	-14,619	-83%
21	Portugal	-16,507	-12%
22	Netherlands	-31,223	-53%
23	Egypt	-35,605	-49%
24	Turkey	-44,907	-7%
25	South Africa	-45,251	-14%
26	Uzbekistan	-50,059	-26%
27	Slovenia	-53,397	-30%
28	Sweden	-89,473	-35%
29	Iran	-92,870	-10%
30	Australia	-107,110	-38%
31	Hungary	-126,919	-37%
32	Germany	-143,574	-3%
33	Canada	-155,136	-13%
34	Belgium	-172,927	-25%
35	Italy	-262,404	-40%
36	Poland	-302,000	-36%
37	Ukraine	-334,112	-83%
38	Spain	-403,369	-21%
39	France	-463,121	-22%
40	Japan	-1,373,924	-14%
	Total	10,343,424	20%



Global 500 Companies in World during 2013

TOP COMPANIES Worldwide in term of World Sales Percentage 2013 vs. 2011

Main Companies worldwide have serious challenges in 2013 therefore some result are provided:

Royal Dutch Shell	Revenues -0.6%	Profits 26'592	-14%	1	World Ranking (Previously 1)
Wal-Mart	Revenues +5%	Profits 16'999	+8.3%	2	World Ranking (Previously 3)
Sinopec	Revenues +14%	Profits 8'2221	-13%	4	World Ranking (Previously 5)
China Nat.Petr.	Revenues +16%	Profits 18'196	+11%	5	World Ranking (Previously 6)
State Grid	Revenues +15%	Profits 12'138	+117%	7	World Ranking (Previously 7)
Volkswagen	Revenues +12%	Profits 27'909	+30%	9	World Ranking (Previously 12)
GazProm	Revenues +2.7%	Profits 38'086	-14%	21	World Ranking (Previously 15)
General Electric	Revenues -0.5%	Profits 13'641	-3.6%	24	World Ranking (Previously 22)





Global 500 Companies in Italy: Challenges and Opportunities

Companies, even in Italy, have to face the challenges, therefore some results are interesting and there are opportunities everywhere and every time if decision making is effective and efficient:

ENI	Revenues	+9.3%	Profits	10.0 GUSD	+4.9%	17 World Company (previously 17)
EXOR/FIAT	Revenues	+21%	Profits	0.5 GUSD	-27%	26 World Company (previously 45)
Generali	Revenues	+1.0	Profits	0.1 GUSD	-90%	49 World Company (previously 48)
ENEL	Revenues	-1.3%	Profits	1.1 GUSD	-80%	52 World Company (previously 52)
UNICREDIT	Revenues	-8.6%	Profits	1.1 GUSD	change	188 World Company (previously 164)
Intesa S.Paolo	Revenues	-7.3%	Profits	2.6 GUSD	change	221 World Company (previously 193)
Telecom	Revenues	-9.0%	Profits	-2.0 GUSD	1/5	281 World Company (previously 244)
Poste Italiane	Revenues	+2.5%	Profits	1.3 GUSD	+13%	368 World Company (previously 361)
Finmeccanica	Revenues	0%	Profits	-1.1 GUSD	1/3	Out of ranking





Human Capital is becoming Even more Important

Engineering is providing an unique opportunity to improve the Capabilities and Understanding of high qualified people: Scientists, Researchers, Technicians and Engineers





No Problems just Elegant Solutions



5000 Years ago stones of 4 tons were moved for 380 km and large blocks, up to 50 tons, from 30 km, located & stacked in order to construct the Site!





No Problems just Elegant Solutions



Biggest Pyramid was completed 2560 B.C. in ~20 years: 146m high, 230m base with 1.52 cm tolerance, based on 4tons stones & monoliths up to 80 tons
14'000 workers with peaks of 40'000 people



No Problems just Elegant Solutions



2010 a.C. Marina Bay Sands, Singapore, 150m height, 15'000 workers, 2 year construction time, 6.4 bUSD investment (including 1bUSD for the land), current profit 2.16 bUSD per year



No Problems just Elegant Solutions



2010 a.C. Hanging Gardens, Hotel, Pool & Casino at Marina Bay Sands, 150m height, 3900 people, 2 year construction, 2.16 bUSD/year profits



PROLIE

Project Leader Interactive Experience

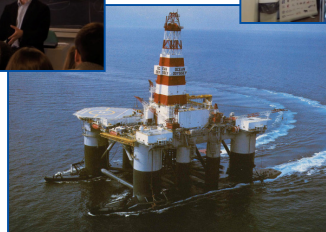
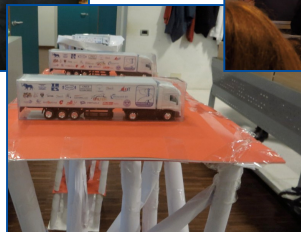
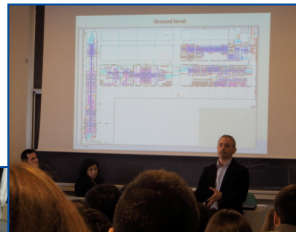


Simulation Team



PROLIE is a Role Play Game focused on PM that is combining Student Team Working and Top Expert Interactions; the PROLIE aim is to introduce new generation University Students inside the complex reality of Real Industrial Problems.

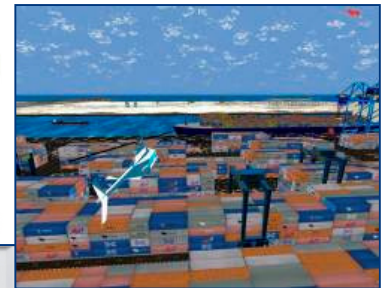
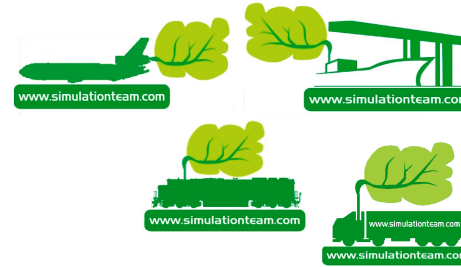
In PROLIE student classroom is divided in two Teams and have to construct a Oil Rig able to pass structural and functional tests; the Experts play different roles such as Company CEO and Customers and students need to deal with the challenge.



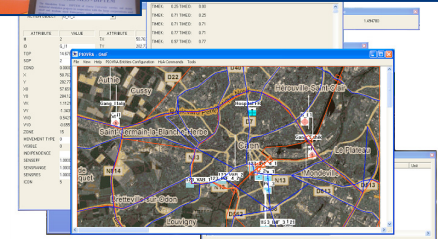
Simulation Team



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