The 10th Annual

Conference of the EuroMed Academy of Business

Global and national business theories and practice:

bridging the past with the future

Rome 2017
Survival Guide

13th – 15th September 2017

University of Rome Sapienza,

Rome, Italy

Contents

Welcome to Rome

It is a great pleasure for us to host you at the University of Rome Sapienza, Italy for the 10th annual EuroMed Academy of Business Conference.

Great efforts have been made to facilitate an interesting, welcoming and pleasant experience for all conference participants.

Please find below helpful information for your stay in one of the most fascinating European cities. Rome, known as the Eternal City, has been attracting visitors for over 2,000 years. There are really few towns like Rome worldwide. It is one of the most magnificent and romantic cities in the world. Rome ranked in 2014 as the 14th-most-visited city in the world, 3rd most visited in the European Union, and the most popular tourist attraction in Italy. Rome is the capital of Italy and its largest city. It is located on the Tiber and Aniene rivers, near the Mediterranean Sea. The Vatican City (a sovereign enclave), the seat of the Roman Catholic Church, and the home of the Pope is also found in Rome. To really understand the culture and soul of Rome you have to stand among its many wonderful landmarks and attractions. Its historic centre is listed by UNESCO as a World Heritage Site.

How to reach Rome

BY CAR

Rome can be easily reached by using:

If you drive from Northern Italy on the motorway A1, leave the motorway at "Roma Nord" tollgate. Arriving from the South on the same motorway, leave at "Roma Est" tollgate and you will find yourself at the "Grande Raccordo Anulare", major beltway linking the motorways and state roads leading to Rome. The most important are Via Aurelia (to Pisa and Livorno), Via Cassia (to Viterbo and Siena), Via Flaminia (to Umbria region), Via Appia Nuova (to Ciampino airport) and Via Cristoforo Colombo (to Ostia).

Approximate distance of Rome from major cities (by motorway):

Venice 525 km
Florence 273 km
Bologna 374 km
Bolzano 638km
Naples 226 km
Trento 584 km
Milan 571 km

BY TRAIN

Termini central railway station is the point of arrival and departure for almost all trains from Italy and abroad. The majority of public buses leaves from Termini to the different areas of the city and the

two existing underground lines have their changing terminal there. If you travel from Northern Italy, Eurostar trains are the fastest to reach Rome, departing from Milan and Venice. The estimated time is 4 hs 30 min. Next best station is Tiburtina, main stop for all the trains to Fiumicino airport. Almost all the trains operating at night lead to this station located in Southwestern Rome.

BY PLANE

Ciampino and Fiumicino airports are on the outskirts of Rome, but they are both conveniently linked to the city centre and its surroundings.

From/to Leonardo Da Vinci Airport, Fiumicino

Fiumicino is the major airport of Rome, where international departing and arriving flights operate. From this air terminal, the F.S. Express Train to Termini railway station is the most convenient transport for central Rome, reachable in about 25-30 minutes. The Express train is available every 30 minutes. Regular train service stops at the minor stations of Rome and the estimated time is 30-60 minutes with a 20 minutes frequency.

Taxi service is available at Terminal 1 and Terminal 3 Arrival areas.

Authorized Taxi vehicles are white with a "TAXI" sign on the roof. The symbol of the Municipality of reference is fixed to the front doors and the licence number is on the doors, on the back and inside the vehicle. Fixed fares (each way) for some destination, including all supplements, are as Rome city center (within the Aurelian Walls): € 48,00. Rides departing from the airport travelling to a destination within the Grande Raccordo Anulare (and vice versa) cannot exceed € 70.00.

"Leonardo da Vinci" Airport can be reached with a number of buses. Connection is assured by:

COTRAL
SIT BUS SHUTTLE
T.A.M. Srl
TERRAVISION
ATRAL-SCHIAFFINI

COTRAL
Where is the bus stop in the airport?
The scheduled bus stops are opposite Terminal 2, Arrivals. To reach them follow the "Regional Bus Station" signs.
Where is the bus stop in Rome?
• Piazza dei Cinquecento (opposite the Museo Nazionale Romano AND VERY CLOSE TO Central Termini Railway Station)
• Rome Tiburtina Railway Station

Information on the service
Tickets can be purchased at the authorized sales point (news stands, tobacconists, etc.) or, with a surcharge, on-board the bus. The COTRAL line also goes to Fiumicino.

SIT BUS SHUTTLE
Where is the bus stop at the airport?
The buses stop at the BUS hub adjacent to the Terminal 3 exits – Arrivals, bus rank no. 5. To reach

them follow the "Regional Bus Station" signs.

Where is the bus stop in Rome?

Termini Station (Via Marsala)
Vatican area (Via Crescenzio no. 2)
Information on the service
The service operates every day, from Monday to Sunday.
Tickets can be purchased online or directly on board the bus.
Buses leave about every 30 minutes.

T.A.M. S.r.l
Where is the bus stop at the airport?
The buses stop at the BUS hub adjacent to the Terminal 3 exits, Arrivals, bus rank no. 6. To reach them follow the "Bus Station" signs.
Where is the bus stop in Rome?
Ostiense Station (Piazzale 12 ottobre 1492 opposite Eataly)
Termini Station (Via Giovanni Giolitti no. 34)

Information on the service
The service operates every day, from Monday to Sunday.
Tickets can be purchased on board the bus or at the authorized agents in the Bus Station, Terminal 3.
Buses leave about every 30 minutes.

TERRAVISION
Where is the bus stop at the airport?
The buses stop at the BUS hub adjacent to the Terminal 3 exits, Arrivals, bus rank no. 7. To reach them follow the "Bus Station" signs.
Where is the bus stop in Rome?
Termini Station (Via Marsala)
Information on the service
The service operates every day, from Monday to Sunday.
 Tickets can be purchased online, on board the bus, or at the authorized agents in the Bus Station, Terminal 3.
Buses leave about every 30 minutes.

ATRAL-SCHIAFFINI
Where is the stop at the airport?
The buses stop at the BUS hub adjacent to the Terminal 3 exits, Arrivals, bus rank no. 8. To reach them follow the "Bus Station" signs.
Where is the stop in Rome?
Termini Station (via Giolitti 34/36)
Information on the service

The service operates every day, from Monday to Sunday.

Tickets can be purchased online, on board the bus, or at the authorized agents in the Bus Station, Terminal 3.

Buses leave about every 30 minutes.

From/to G.B. Pastine Airport, Ciampino

Ciampino, second to Fiumicino, is a civil-military airport. The most convenient service to Rome and back to the airport is offered by private bus lines operating every 30 minutes and expected to arrive at Termini railway station in 30 minutes.

Rome Ciampino Airport can be reached with a number of buses.

The service operates every day, from Monday to Sunday.

Tickets can be purchased on line, at the authorized agents located in the Arrival Terminal or on board the bus.

All the bus stops are opposite International Departures.

For information on timetables, routes, and the cost of tickets see the websites of the various bus companies.

A daily connection between the airport and Rome Termini railway station is provided by these companies:

SIT
Telephone: 06 5916826 / 06 5923507
www.sitbusshuttle.it

TERRAVISION
Helpdesk: Tel:+39 06 97610632
Termini Kiosk: +39 06 97843383
email:helpdesk@terravision.eu

www.terravision.eu

ROMEAIRPORTBUS-SCHIAFFINI
Telephone: +39 06 7130531 /+39 06 71305377
Email: aptciampino@schiaffini.com
www.romeairportbus.com
A daily connection between the airport and Ciampino railway station or Roma Anagnina is provided by

ATRAL

BY BUS
Bus links from/to Italian and foreign major cities are not so frequent in Rome. For this reason you won't find an out-and-out central station. Almost all the long distance buses end their journeys outside underground stations, among which the main are Tiburtina and EUR Fermi.

How to get to the conference venue

The conference is hosted at the University of Rome, at Faculty of Economics.
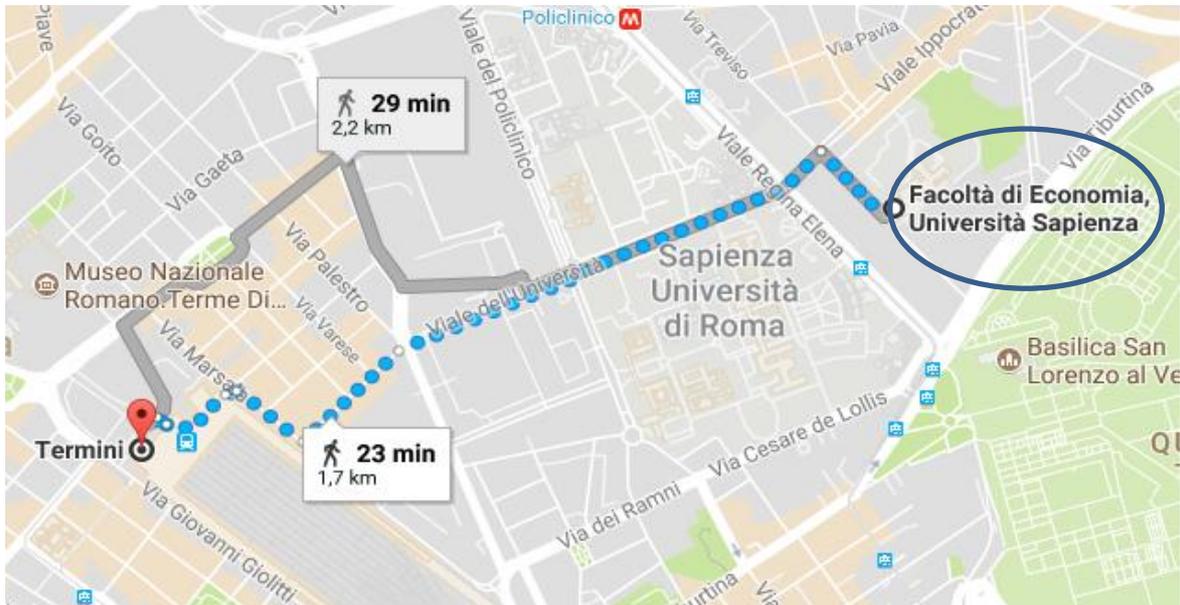Address: Via del Castro Laurenziano, 9, Rome – Italy, Zip Code 00161.

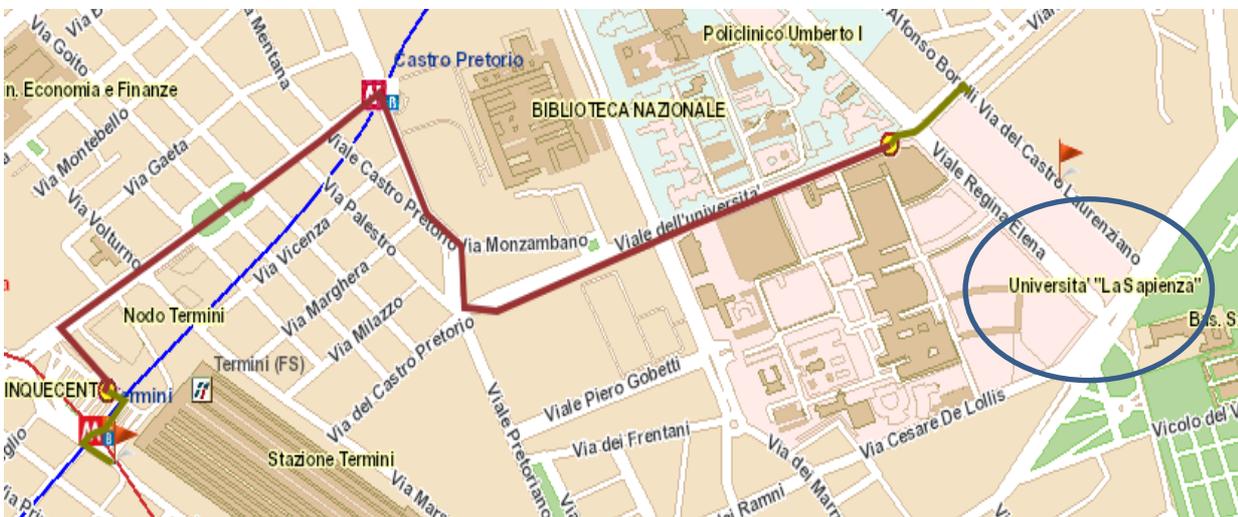Ways to get there from the Central Railway Station (Termini Station):

- **Metro:** Starting from the Termini metro station (B Line. Pay attention not B1 Line) inside the Railway Station, You have to follow "Rebibbia" direction. After two stops, get out on the "Policlinico" station. From there it's about 9-10 minutes of walk. On the Metro, be aware to pickpockets.

- **Walk:** Starting from the Termini Central Railway Station, there it is about 25 minute of walk (ask for Viale dell'Università):

- **Bus:** Starting from Termini Railway Station within 150 mt. take the Bus Line 310 (departures every 10 minutes). After 5 stops, please get out at "University/Regina Elena" stop (very closed to Globus Hotel). After 200 mt. by walk, You are arrived. The ticket to one ride costs 1,5 Euros. You can buy it inside the Railway Station (Automatic Ticket Machine), or out/inside the Station in newspaper kiosks. In this way you can avoid every line. On the Bus, be aware to pickpockets.

Ways to get from the "Leonardo da Vinci" Airport (Fiumicino Airport) to the Faculty of Economics.

From Fiumicino Airport You can reach the conference very quickly by train with Trenitalia.

From the railway station, located in the airport, near the Arrivals and Departures terminals, you can reach the city centre with many, frequent Trenitalia's connections:

•Leonardo Express, a non-stop service exclusively for airport passengers to/from Rome Termini railway station leaving every 15 minutes* with a journey time of 32 minutes. The fast ride is without stops. The rate for one ride is 14,00 Euros.

•Regional FL1 trains to/from other stations in Rome, including Rome Tiburtina, with departures every 15 minutes on weekdays and every 30 minutes on weekends and holidays

*- departures every 30' from Fiumicino Airport before 07.08 and after 21.08 and between 10.08/10.38 and 14.08/14.38

- departures every 30' from Rome Termini before 06.20 and after 20.20 and between 09.50/10.20 and 13.50/14.20

Then when arrived to Termini Station, follow the instruction in "Metro" section.

Many other information about "To & From Fiumicino" are also available at: http://www.adr.it/web/aeroporti-di-roma-en-/pax-fco-train

Ways to get there from the "Ciampino Airport"

The nearest train station to the Airport is in the town of Ciampino, connected to the airport by COTRAL/SCHIAFFINI buses every 30 minutes. The journey time is, on average, 5 minutes. The cost of the ticket, for sale both on board and from the ground staff is 1 euro.
A light rail service connects the Ciampino railway station to the Termini railway station in an average time of 15 minutes.

Transportation From Recommended Hotels To Conference Venue

1. Best Western Globus Hotel

Address: Viale Ippocrate, 119, 00161 Roma RM

Phone:+3906445 7001

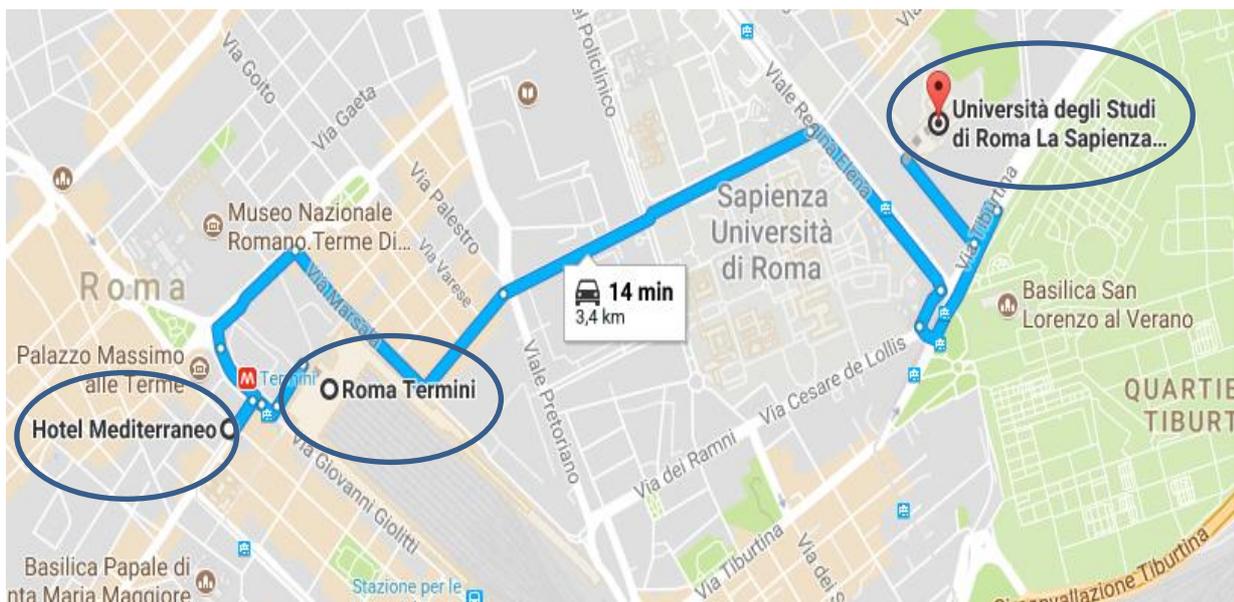This hotel is 4 minutes walk from the conference

2 Mediterraneo Hotel

Address: Via Cavour, 15, 00184 Roma RM

Phone: +39 06 488 4051

This Hotel is little far from the venue of the conference (3,4 Km by car), but very close to Termini Railway Station.

You can take a taxi cab to get the conference or the bus (Line 310 in 200 mt).

3 Hotel Massimo D'Azeglio

Address: Via Cavour, 18, 00184 Roma RM

Phone: +39 06 487 0270

This Hotel is little far from the venue of the conference (3,4 Km by car), but very close to Termini Railway Station. The same as the Mediterraneo Hotel.

4 Radisson Blu Hotel (Luxury Hotel)

Address: Via Filippo Turati, 171, 00185 Roma RM

Phone: +39 06 444841

It is 10 minutes walk from the Central Termini Railway Station. Then You can reach the conference venue by taxi cab or by bus (line 71. Departures every 15 minuti).

Starting from via Filippo Turati 171, walk for 150 mt to "Turati/Mamiani" bus stop. Get on the Line n. 71 for 7 stops. Get out at "Tiburtina/Castro Laurenziano" Stop. Walk for 500 mt to get the conference Venue.

Lunch break

Lunch break will take place in the Faculty, ground floor, room "Acquario".

Internet Access

Conference participants will receive instructions and Internet access codes when they arrive and register at desk and take their badge.

Registration

The reception desk is located situated at the entrance at the Faculty of Economics (ground floor, box "Smart Village"). When You get the conference and register, You will receive further information about the conference.

<u>Pre-conference registration</u>
Location: Main Hall of the Building at Faculty of Economics, University of Sapienza, Via del Castro Laurenziano, 9, 00161.
Time: Wednesday the 13th of September 2017, between 16.00 and 18.30.
At the registration desk there will be a storage facility for suitcases and bags, as necessary.

<u>On-site conference registration</u>
Location: Main Hall of the Building at Faculty of Economics, University of Sapienza, Via del Castro Laurenziano, 9, 00161
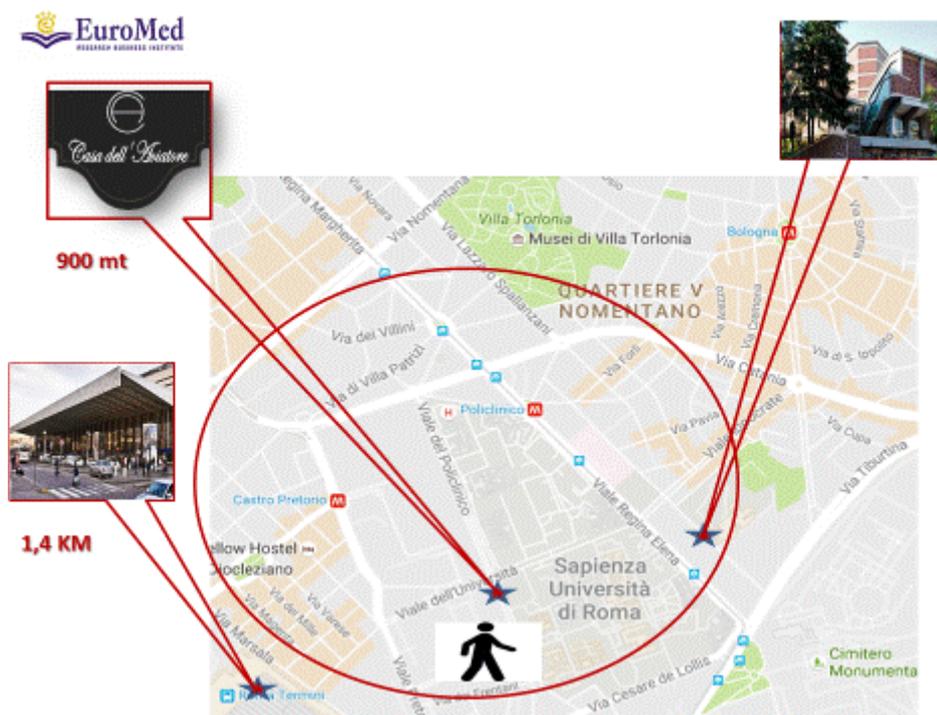Time: Thursday and Friday the 14th and 15th of September 2017, between 08.30 and 17.00.

The fees include: participation to conference, admission to all sessions, admission to the inauguration event, admission to the award ceremony, the conference bag and inclusions, publication in the book of conference proceedings, access to an electronic copy of the book of conference proceedings, lunches, the morning and afternoon coffees/refreshments, the conference gala dinner and cultural show and other complimentary benefits as announced in the conference website.

Gala Dinner

Gala Dinner will take place at "Casa Dell'Aviatore" on Viale dell'Università 20, Rome, very close to conference venue. It is an event organised exclusively for conference participants and especial guests. At registration desk participants will receive the ticket for gala dinner.
Address: Viale dell'Università, 20, 00185 Rome; Phone: +39 06 492 7161. Room "Baracca".
Time: Friday the 15th of September 2017, between 19.30 and 22.30.

Practical Information

BANKS & CREDIT CARDS

In the city centre there are several banks open from 08:30 am to 12:30 am and from 14:30 to 16:00 approximately. There are also many ATMs operating 24/h. In Italy all main credit cards are accepted.

CRIME AND PERSONAL SAFETY

Rome centre is quite safe. Nevertheless, we recommend using common sense, keeping an eye on your wallets

when in crowds and possibly avoiding carrying too much cash or wearing flashy jewelry.

CURRENCY

The Italian currency is Euro (€).

ELECTRICITY

In Italy voltage is 230 and frequency is 50 Hz. The electric plugs are mainly type C, F (Schuko) or L (three pole "Italian" plugs. This standard includes two models rated at 10 A and 16 A that differ in contact diameter and spacing. Both are symmetrical, allowing the plug to be inserted in either direction.

LANGUAGE

The official language is Italian. Rome is a popular tourist destination, so most of the restaurants and bars staff speaks English.

LOCATION AND WEATHER

Rome is located in the centre of the Italian peninsula. The city experiences temperate climate from the proximity of the sea.

OPENING HOURS

Offices: Monday - Friday 09:00/13:00 pm – 14:00/18:30 pm. Shops: Monday – 09:00/19:30. Tuesday - Saturday 09:00/12:30 – 16:00/19:30. Supermarkets: Monday - Sunday 08:30/12:30 – 15:30/19:30. In the city centre, shops and supermarkets usually stay open from 08:30 to 19:30 Monday to Saturday.

RENT A CAR

Car rental desks are located in Office Tower 2, they are easily reachable via the pedestrian tunnels which connect the Terminal buildings to the Multilevel Parking structure. Signs to the rental car area are located in the Arrivals Area.

Car hire services are provided at Rome Fiumicino Airport by the companies listed below:

Avis -Budget

+39 06 65011531

 Parking Building A – 2nd floor

Europcar

+39 0665761211

 Parking Building B – 3rd floor

Goldcar

+39 0665048104

 Parking Building B – 4th floor

Hertz - Thrifty - Dollar

+39 0665955842

 Parking Building A – 1st floor

Locauto - Enterprise - National - Alamo

+39 06 65953615

 Parking Building C – 3rd floor

TAXI SERVICE NUMBER

To call or reserve a taxi cab (white cars with "taxi" sign on the roof), you can call the following number:

+39 06 3570

+39 06 6645

+39 06 4994

+39 06 8822

SMOKING

On the 10th of January 2005 smoking bans were introduced in all public places, such as bars, restaurants, hotels, offices, shops, etc… with the exception of places with reserved smoking areas, offering a suitable ventilation system.

TAXES

In Italy all services and goods are usually subject to 21% VAT. In restaurants, VAT is 10% and is usually already included into the bill.

TELEPHONES

Italy country code is 0039. For international calls, dial 00 + national code + area code + personal number.

TIME

The Italian local time is UTC (GMT) + 1, that means one hour ahead of Greenwich Mean Time. Italy adopts the daylight saving time (DST) from the last Sunday of March till the last Sunday of October.

TIPPING

In all restaurants, bars, taxis etc... the service is included in the price. Tips are happily accepted but it is not

necessary for you to pay anything more than the amount assessed.

EMERGENCIES

In case of sanitary emergencies or dangerous situations the number to call is 118. Carabinieri (Italian military police) 112 Police 113 Fire brigade 115 CHEMIST'S. It ease very easy to find also during night time several chemist's shops, easy to recognize by a green bright cross, round the conference venue and recommended hotels. They open Monday - Friday from 9.00 am to 12.00 am and from 4.00 pm to 7.00 pm. Duty pharmacies open also on weekends and holidays. European emergency call center: 112

HOSPITALS

Ospedale Policlinico Umberto Primo Viale del Policlinico, 110, 00161 Rome (500 mt from the conference venue).