



IL International

# EuroDealers' Meeting 2010

Florence  
September 27-29

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**Grand Hotel Baglioni**



**Monday 27**  
*today*



*Please plan your arrival in  
Florence at your convenience.  
Meeting will start at 15:30*

*Dress code is business casual*

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|---------------|--|
| 15:30 - 15:45 | Welcome - Aim of the Meeting -<br>Werfen Group update                                |
| 15:45 - 16:15 | IL International - Actual 2009<br>and Forecast 2010<br>Expectations 2011             |
| 16:15 - 17:15 | Coagulation - update   |
| 17:15 - 18:15 | Critical Care - update   |
| 18:15 - 19:00 | Clinical Chemistry - update  |
| 20:00         | Dinner at panoramic<br>"Terrazza Brunelleschi"<br>restaurant at Grand Hotel Baglioni |

## Social Activities Tuesday 28



### 15.00 Departure from the Hotel for a Guided Tour

*Tour will start from Hotel towards Piazza del Duomo where the 11th century Baptistery stand with its famous "Doors of Paradise". Still in Cathedral Square, the Cathedral of Santa Maria del Fiore (il Duomo), with its famous dome raised by Filippo Brunelleschi, and Giotto's 14th century bell-tower (il Campanile). Crossing the medieval city-centre we arrive at Piazza della Signoria, where the medieval town hall, known appropriately as the "old building" (Palazzo Vecchio) is located. Palazzo Vecchio, one of the symbolic monuments of the city and home to the most important museum of the City of Florence.*

### 18.00 Come back to hotel

### 19.30 Departure from the hotel by private bus to Piazzale Michelangelo

### 20.00 Award Dinner at Ristorante La Loggia

**Tuesday 28**  
*tomorrow*



- 09:00 - 10:00 IL Coagulation Strategy and Future
- 10:00 - 11:00 IL Critical Care Strategy and Future
- 11:00 - 11:15 Coffee break
- 11:15 - 11:45 Hemosil HIT:  
a new business opportunity
- 11:45 - 13:00 The IL Way - Present and future  
of a successful model
- 13:00 Lunch
- 15:00 - 18:00 The most experienced guides  
will lead all of us around the  
magnificent beauties of Florence
- 19:30 Departure from Grand Hotel Baglioni  
by bus
- 20:00 Award Dinner  
at Ristorante La Loggia

**Wednesday 29**

*after tomorrow*



**9:00 - 10:30**     Improving Sales Force Effectiveness  
in a fast changing environment

*Prof. Cosimo Chiesa  
(IESE Business School - Barcelona  
University of Pavia  
Bocconi University Milano)*

**10:30 - 11:00**     Coffee break

**11:00 - 12:45**     Improving Sales Force Effectiveness  
in a fast changing environment

*Prof. Cosimo Chiesa*

**12:45 - 13:00**     Adjourn of the meeting

**13:00**                 Lunch

*Please schedule your departure  
at your convenience after lunch*

*Coach transportation is provided  
at 3 PM for people proceeding  
to Milano for Hemostasis Product  
Manager Meeting*

## Grand Hotel Baglioni

Piazza Unità Italiana 6, Florence, Italy  
Tel: +39.055.23580 - info@hotelbaglioni.it  
<http://www.hotelbaglioni.it/en/index.html>

## Ristorante "La Loggia"

Viale Michelangelo, 1 - Florence

### *In case of need we can help you:*

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### *Support team in Florence:*

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ANTONELLA COPPO

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LARA ONGARO

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Werfen Group



**Instrumentation  
Laboratory**