

THE ITALIAN LEGACY OF MILANO CORTINA 2026

Celebrating the
25th Anniversary of
FIFA Master
at SDA Bocconi



4.03.2025

H. 17.00 - 19.30

LOCATION: **MILANO**

SDA Bocconi

Via Sarfatti, 10 • Milano

AUDITORIUM GRANDE

[REGISTRATION LINK](#)

Organized by



17:00 • REGISTRATION AND WELCOME

17:15 • INTRODUCTION

Stefano Caselli, Dean, SDA Bocconi

17:20 • 25 YEARS OF FIFA MASTER AT SDA BOCCONI: VALUE AND VALUES OF SPORT

Dino Ruta, Rector's Delegate for the Olympic Movement, Università Bocconi

FIFA Master Scientific co-Director, SDA Bocconi

Marco Elefanti, FIFA Master Scientific co-Director, SDA Bocconi

17:30 • 25 YEARS OF FIFA MASTER AT CIES: THE PURPOSE OF AN INNOVATIVE PROGRAM

Denis Oswald, CIES Director, President of the FIFA Master Scientific Committee, IOC Executive Board Member and Chairman of the IOC Legal Affairs Commission

17:40 • VISION AND MISSION OF MILANO CORTINA 2026

Giovanni Malagò, President of Fondazione Milano Cortina 2026, President of CONI, IOC Member

17:55 • ATHLETES: HOW THE GAMES INSPIRE EVERY ONE OF US EVERYDAY

Arianna Fontana (Italy), 5 times Olympian, 11 Olympic medals

Luis Scola (Argentina), 5 times Olympian, 2 Olympic medals

Bebe Vio (Italy), 3 times Paralympian, 6 Paralympic medals

Moderated by Frank Leenders, Topic Leader Sport Bocconi Alumni Community and FIBA Media & Marketing Director

18:35 • THE OLYMPIC AND PARALYMPIC GAMES MILANO CORTINA 2026: THE DELIVERY AND THE LEGACY

Diana Bianchedi, Chief of Strategy, Planning and Legacy, Fondazione Milano Cortina 2026

Pierre Ducrey, Olympic Games Operations Director, IOC, FIFA Master alumnus

Moderated by Dino Ruta, Rector's Delegate for the Olympic Movement, Università Bocconi
FIFA Master Scientific co-Director, SDA Bocconi

19:30 • FINAL REMARKS

Francesco Billari, Rector, Università Bocconi

Pierre Cornu, President of the CIES Counsel of Foundation

Martina Riva, Deputy Mayor for Sports, Tourism and Youth Policies, City of Milan

GET TOGETHER APERITIVO

For Academic purposes in collaboration with



BocconiALUMNI

In collaboration with