



UNIVERSITÀ DI PISA



the 17th annual
EUROMED
Conference

Global Business Transformation in a Turbulent Era

PISA 2024
Survival Guide



September 11th -13th, 2022

Department of Economics and Management, University of Pisa, Pisa (Italy)



Contents

Contents	2
Welcome to Pisa	3
How to reach Pisa.....	4
City Center Map.....	5
Conference Venue	6
<i>Finding room at the Polo Piagge</i>	8
<i>Internet Access</i>	8
<i>Pre-conference registration</i>	8
<i>Registration</i>	8
Lunch break & Coffee break.....	10
Gala dinner.....	10
Excursions	13
Practical informations	15



Welcome to Pisa

It is a great pleasure for us to host you at the University of Pisa, Italy for the 17th annual EuroMed Academy of Business Conference.

Great efforts have facilitated 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.

Pisa, whose name seems to derive from the Etruscan words 'outlet' and 'mouth', boasts a millenary history on whose tracks the visitor can walk losing oneself within the city's fabric, characterized by majestic squares and rich in history, amazing monuments and buildings with different styles.

The city, on which 'Lungarni' overlooks precious gothic and renaissance style buildings, whose alleys are guarded by medieval 'tower houses', and make hidden chapels without hidden gardens and majestic facades of Romanesque and Gothic churches, and in whose square's unique monuments shine with beauty and magnetism, it offers an exciting experience.

The ivory splendor of Piazza del Duomo (Cathedral Square) (or Piazza dei Miracoli - Square of Miracles), a symbol of the wealth and pomp of the Maritime Republic of Pisa, with the four most evocative monuments of the city; the Baptistery (with unique acoustics), the Camposanto Monumentale (Monumental Cemetery), embellished with extraordinary frescoes, the Cathedral of Santa Maria Assunta (The Assumption of the Virgin Mary Pisa Cathedral), an absolute masterpiece of Pisan-Romanesque architecture, and the famous Bell Tower, or Tower of Pisa, known all over the world for the particular slope which may be sufficient to amaze the visitor, who, however, climbing the medieval walkway, which runs alongside the square, has the opportunity to observe the whole city from an unprecedented perspective.

The city, also famous for its university institutions, which have contributed to enriching it and which have their roots in distant eras, offers visitors a stimulating and rich cultural life, including events and manifestations taking place within the university headquarters and its many museums and theatres.



How to reach Pisa

After Florence, Pisa is the easiest city to reach in Tuscany. Like the regional capital, Pisa also has an airport served by numerous low-cost flights to/from many Italian cities.

BY CAR

You can easily reach Pisa by car from several directions thanks to the A11 Firenze-mare motorway, which runs through the Tuscan hinterland for about 80 km to the Pisan coast. You can enter the A11 from the A1 Milan-Naples, the longest motorway in Italy; the A11/12 slip road allows quick travel to/from Liguria. Please see: <https://www.autostrade.it/en/home>

BY PLANE

Pisa's Galileo Galilei International Airport is only 3 km from the city centre: given the short distance, a taxi ride is quite cheap and public transport, both buses and trains, also work very well; you can even get there on foot if you do not have heavy luggage. Please see: <https://www.pisa-airport.com/en/>

BY TRAIN/BUS

Getting to Pisa by public transport is also very convenient and saves you the hassle of looking for parking in the centre. The railway station is located close to the centre and is served by frequent regional trains to Florence, from which you can quickly reach all the main locations in Tuscany and central-northern Italy. Please see: <https://www.trenitalia.com/en.html>

The bus is not to be discarded: there are many bus connections to regional and national destinations. Please see: <https://www.flixbus.com>



Conference Venue

The conference is hosted at the University of Pisa, at:

- Educational Center [Polo Didattico] “Piagge”, Via Giacomo Matteotti 11
- Department of Economics and Management, Via Cosimo Ridolfi 10

HOW TO REACH THE CONFERENCE VENUE

From the Pisa airport “Galileo Galilei”

BY TAXI

A service of taxi sharing is available close to the main entrance of the Airport. Please see:

<http://www.cotapi.it/en/>

BY BUS

<https://maps.app.goo.gl/buuRVGkE5gwurZ557>

From Central railway station (Piazza della Stazione)

BY TAXI

A service of taxi sharing is available close to the main entrance of the railway station. Please see:

<http://www.cotapi.it/en/>





BY BUS



<https://maps.app.goo.gl/N4feCMxPDUhbYZN1A>

ON FOOT

Pisa Central Railway Station is 1,3 km from the Conference venue, about 18 minutes by walk.

From hotels

Hotel	Address	How to reach the Conference venue
AC by Marriott	Via delle Torri, 20	 27 min  7 min  11 min
Bonanno	Via Carlo Francesco Gabba, 17	 38 min

		 11 min  18 min
La Pace	Viale Antonio Gramsci galleria B, 14	 19 min  5 min  9 min
Galilei	Via Darsena, 1	 44 min  10 min  33 min
Grand Hotel Duomo	Via Santa Maria, 94	 29 min  9 min  23 min
Miratorre superior	Via Pietrasantina, 57	 44 min  15 min  24 min
NH	Piazza della Stazione, 2	 17 min  5 min  11 min
Repubblica Marinara	Via Carlo Matteucci, 81	 12 min  6 min  6 min
San Ranieri	Via Filippo Mazzei, 2	 36 min  8 min  14 min



Finding room at the Polo Piagge

The conference program indicates the rooms in which sessions are held. You'll find the map of the rooms in your conference bag upon your arrival.

Internet Access

Conference participants will receive written instructions and Internet access codes during registration.

Pre-conference registration

Location: at the main entrance of the Educational Center [Polo Didattico] "Piagge", Via Giacomo Matteotti 11.

Time: Wednesday the 11th of September 2024, between 14.00 and 18.00.

Registration

The **reception desk** is located at the main entrance of the Educational Center [Polo Didattico] "Piagge", Via Giacomo Matteotti 11.



UNIVERSITÀ DI PISA



Time: Thursday and Friday the 12th and 13th of September 2024, between 08.30 and 17.30.



Lunch break & Coffee break

Location: Educational Center [Polo Didattico] “Piagge”, Via Giacomo Matteotti 11

Time: End of the morning session (lunch). Midst of the morning session, midst of the afternoon session (coffee break).

Gala dinner

Location: “Arsenali della Repubblica di Pisa”, Via Bonanno Pisano - 56126 Pisa

Time: Thursday the 12th of September 2024, between 20:00 and 23:00.

Dress code: Formal









The earliest reference to a shipyard in Pisa is in the early 1200s when the city shipyard was built to the west immediately outside the walls. This shipyard was intended for both shipbuilding and repairs to serving galleys. In about mid-century, fortifications were built around this area close to the city walls.


In those days, a channel joined the dockyard to the river; it was probably situated near the southwestern corner of the fortifications and entered “obliquely” into an internal basin surrounded by round-arched sheds, the only remaining trace of which are the seven arches that can be seen incorporated into the stretch of 13th-century city walls on the south. Towards the end of the century, several fortified towers were erected.

Several changes appear to have been made in the 14th century: the city walls were raised in height, the 13th-century sheds demolished, and the southern defensive wall moved northwards. The canal was moved to a more central position and new sheds, with gothic arches, were built for the galleys. These are the five aisles of ruins still seen today on the western side of this area.



How to reach the Gala dinner: <https://maps.app.goo.gl/cTGuMKqNJ5x9dAwda>

Hotel	Address	Ho to reach the Gala Diner venue
AC by Marriott	Via delle Torri, 20	 58 min  15 min  33 min
Bonanno	Via Carlo Francesco Gabba, 17	 14 min  3 min  13 min
La Pace	Viale Antonio Gramsci galleria B, 14	 16 min  8 min

		 16 min
Galilei	Via Darsena, 1	 19 min  5 min  19 min
Grand Hotel Duomo	Via Santa Maria, 94	 29 min  9 min  23 min
Miratorre superior	Via Pietrasantina, 57	 23 min  8 min  15 min
NH	Piazza della Stazione, 2	 19 min  8 min  19 min
Repubblica Marinara	Via Carlo Matteucci, 81	 43 min  26 min  15 min
San Ranieri	Via Filippo Mazzei, 2	 1 h 7 min  17 min  38 min

Excursions

Excursions will take place on **Friday, 13th**, and **Saturday, 14th**. Interested people can enjoy both.

13th, Friday Tour: Walkway at the height of the Ancient Walls of Pisa

The 11-meter-high walkway of Pisa's Walls allows the public to observe the city from an original perspective. Take a stroll to appreciate the panoramic view of Pisa, stretching from “Piazza dei Miracoli” to “Piazzetta Del Rosso”.

The itinerary astonishes the visitor with the splendor of the locations, set amidst restored gardens and artistic and archaeological artefacts.

Pisa's Walls began in 1154 in the city north of the Arno River; the construction lasted until 1161, followed by a further completion in 1284 in the area of “Cittadella Vecchia”.



Details will be announced soon.

14th, Saturday Tour: Discovering Firenze

Departure in the morning by train at around 9:00 from Pisa Centrale Railway Station.

Arrival in Florence, meeting with the guide, and guided tour of the exteriors of Florence for approximately 2 hours.

Around noon free time for lunch at the famous “Mercato Centrale” (central market).

Continuation of the guided tour with entrance to the Basilica of Santa Croce (the burial place of some of the most notable Italians, such as Michelangelo, Galileo, Machiavelli, the poet Foscolo, the philosopher Gentile and the composer Rossini).

Free time in the afternoon.

Meeting at the station and departure by train to Pisa around 6.30 pm.



Arrival in Pisa around 7.30 pm.



Fee: 70 €/person

What is included?

The fee includes a round trip by train from/ to Pisa, a tour of Florence with a professional guide, renting headsets for the guide's commentary, and entrance to the Basilica of Santa Croce.

Lunch, extra personal expenses, and tips are not included.

Participants: minimum 30 participants for each group.

Booking: <https://iscrizioni.aicgroup.it/Login.asp?IDcommessa=A24045&Lang=EN>

Confirmation and payment: no later than the **1st of September**.



Practical informations

Banks & credit cards

In the city centre there are several banks open from 08:30 am to 12:30 am and from 02:30 pm to 04:00 pm approximately. There are also many ATMs operating 24/7. In Italy, all main credit cards are accepted.

Crime and personal safety

The Pisa centre is 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 jewellery.

Currency

The Italian currency is the Euro (€).

Electricity

In Italy, the voltage is 230 and the 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. Pisa is a very popular tourist destination, so most of the restaurants and shops’ staff speak English.

Location and weather

Pisa is a city in Tuscany, central Italy, known for its iconic Leaning Tower. It is located near the Ligurian Sea, in the western part of Tuscany, and sits on the Arno River. This proximity to both the sea and the river influences its weather patterns.

Pisa has a Mediterranean climate, characterized by mild, wet winters and hot, dry summers.

Temperatures: range from 15°C (59°F) in September to 10°C (50°F) in November. Weather: mild to cool with more frequent rain showers, especially in November.

Rainfall: Pisa experiences most of its rainfall during the autumn and winter months, with November typically being the wettest month.

Humidity: Generally moderate to high, especially during the winter due to rainfall.

Winds: Coastal winds from the Ligurian Sea can influence the climate, bringing cool breezes in



the summer and milder temperatures in the winter.

The overall pleasant weather and scenic beauty of Pisa make it a popular destination for tourists year-round.

Opening hours

Offices: Monday - Friday 09:00 am/1:00 pm – 2:00 pm/6:30 pm. Shops: Monday – Saturday 09:00 am/1:00 pm – 03:30 pm/08:00 pm; Sunday closed. Supermarkets: Monday - Sunday 08:00 am/08:00 pm. In the city centre, supermarkets usually stay open 24h/day.

Rent a car

Many car rental companies offer rental services. Please look at <https://www.rentalcars.com>

Smoking

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

Taxes

In Italy, all services and goods are usually subject to 22% VAT. In restaurants, VAT is 10% and is usually already included in the bill.

Telephones

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

Time

The Italian local time is UTC (GMT) + 1, which means one hour ahead of Greenwich Mean Time. Italy adopts 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 you don't need to pay anything more than the amount assessed.

Emergencies

In case of sanitary emergencies or dangerous situations, the Single European Emergency number is 112. In the city centre there are several chemist's shops, easy to recognize by a green



bright cross. They are open Monday - Friday from 8.00 am to 1.00 pm and from 3.00 pm to 8.00 pm. Duty pharmacies are also open on weekends and holidays.

Hospitals

- Azienda Ospedaliera Universitaria – sede Santa Chiara, Via Bonanno Pisano 10, Pisa. +39 050 992111
- Azienda Ospedaliera Universitaria – sede Cisanello, Via Paradisa 2, Pisa. +39 050 992111