



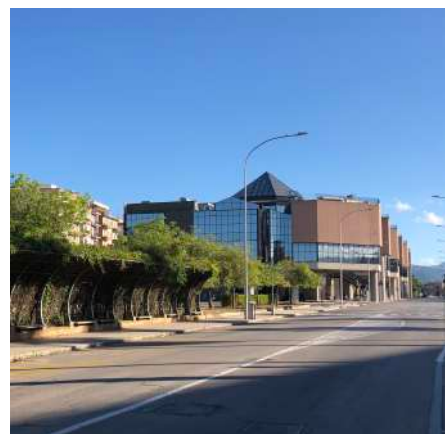
Università  
degli Studi  
di Palermo



the 15<sup>th</sup> annual  
**EUROMED**  
Conference

Sustainable Business Concepts and Practices

**PALERMO 2022**  
Survival Guide



**September 21<sup>st</sup> -23<sup>rd</sup>, 2022**

Complesso Didattico, Building 19, University of Palermo, Palermo (Italy)



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## Welcome to Palermo

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It is a great pleasure for us to host you at the University of Palermo, Italy for the 15th 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.

Palermo is one of those cities with a very distinct, almost tangible atmosphere, a place of mystery, where reality often outperforms the traveller's imagination and preconceived stereotypes. Palermo's history has been anything but stable, and the city has passed from one dominating power to another with remarkable frequency (Phoenicians, Carthaginians, Greeks, Romans, Arabs, Normans, French, Aragonese and the Bourbons). The result of this quilted history is evident today in the vast range of architectural style. In 2015 the UNESCO Committee declared the Arab-Norman itinerary in Sicily "UNESCO World Heritage site" ... an itinerary that allows you to visit Cefalù, Palermo and Monreale in a different light.

## How to reach Palermo

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### BY CAR FROM A29 AND A19 MOTORWAYS

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**From West A29 Palermo-Mazara del Vallo:** from E90 Exit onto Viale della Regione Siciliana Nord Ovest. Turn left onto Via Giuseppe Pitrè. Continue onto Via Cappuccini. Continue onto Piazza Indipendenza. Slight right onto Corso Re Ruggero. Turn right onto Via Brasa. Slight right onto Viale delle Scienze. Destination will be on the right.

**From East A19 Palermo-Catania:** from E90 exit onto Viale Regione Siciliana Sud Est. Turn right onto Via Palmerino. Turn right onto Piazza Generale Euclide Turba. Continue onto Via Agostino Catalano. Continue onto Corso Pietro Pisani. Corso Pietro Pisani turns right and becomes Piazza Indipendenza. Slight right onto Corso Re Ruggero. Turn right onto Via Brasa. Slight right onto Viale delle Scienze. Destination will be on the right.

### BY PLANE

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Falcone Borsellino Airport (Italian: Aeroporto Falcone Borsellino) or simply Palermo Airport, formerly Punta Raisi Airport, is an international airport located at Cinisi, approximately 28 Km from the city center

A shuttle bus service, taxi and trains run between the airport and the center city.

By taxi:

A taxi service is available near the main entrance of the Airport.

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

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By bus:

From Palermo Airport to railway station (Piazza Giulio Cesare, 90123 Palermo) with the Prestia e Comandè line (<https://www.prestiaecomande.it/>)

By train

From Palermo Airport to railway station (Piazza Giulio Cesare, 90123 Palermo) with Trenitalia (<https://www.trenitalia.com/en.html>)

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## How to reach the Conference Venue

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The conference is hosted at the University of Palermo, at Complesso Didattico, Address: Viale delle Scienze, Building 19, Palermo – Italy.

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## City Center Map

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## PUBLIC TRANSPORTATION TO CONFERENCE VENUE

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### FROM PALERMO AIRPORT “PUNTA RAISI”

#### BY TAXI:

A taxi service is available near the main entrance of the Airport.

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

#### BY BUS:

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From Palermo Airport to railway station (Piazza Giulio Cesare, 90123 Palermo) with the Prestia e Comandè line (<https://www.prestiaecomande.it/>)

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### **FROM PALERMO CENTRAL RAILWAY STATION** (Piazza Giulio Cesare, 90123 Palermo)

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#### **BY BUS:**

Line 234 from Stazione Centrale (pensilina interna) to Basile –Facoltà di Ingegneria Stop 175 (10 minutes). Walk about 3 minutes (200 mt). Ticket cost: € 1,50.

Line 109 from Stazione Centrale (pensilina interna) to Basile –Facoltà di Ingegneria Stop 175 (10 minutes). Walk about 3 minutes (200 mt). Ticket cost: € 1,50.

#### **ON FOOT:**

Palermo Central Railway Station is 1,5 km from the Conference venue, about 20 minutes by walk.

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### **FROM HOTELS**

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#### **BY BUS:**

Line 234 from Stazione Centrale (pensilina interna) to Basile –Facoltà di Ingegneria Stop 175 (10 minutes). Walk about 3 minutes (200 mt). Ticket cost: € 1,50.

Line 104 from Piazza Castelnuovo/Politeama Stop 1580 to Basile –Facoltà di Ingegneria Stop 175 (17 minutes). Walk about 3 minutes (200 mt). Ticket cost: € 1,50.

Line 108 from Dante – XX settembre Stop 592 to Basile –Facoltà di Ingegneria Stop 175 (17 minutes). Walk about 3 minutes (200 mt). Ticket cost: € 1,50.

Farther information are available at:

[https://moovitapp.com/palermo-](https://moovitapp.com/palermo-2804/poi/it?utm_source=widget&utm_campaign=get_directions_button&o=1)

[2804/poi/it?utm\\_source=widget&utm\\_campaign=get\\_directions\\_button&o=1](https://moovitapp.com/palermo-2804/poi/it?utm_source=widget&utm_campaign=get_directions_button&o=1)

#### **ON FOOT:**

Palermo Piazza Castelnuovo is 3 km far from the Conference venue, about 40 minutes by walk.

Palermo Corso Vittorio Emanuele is 2 km far from the Conference venue, about 20 minutes by walk.

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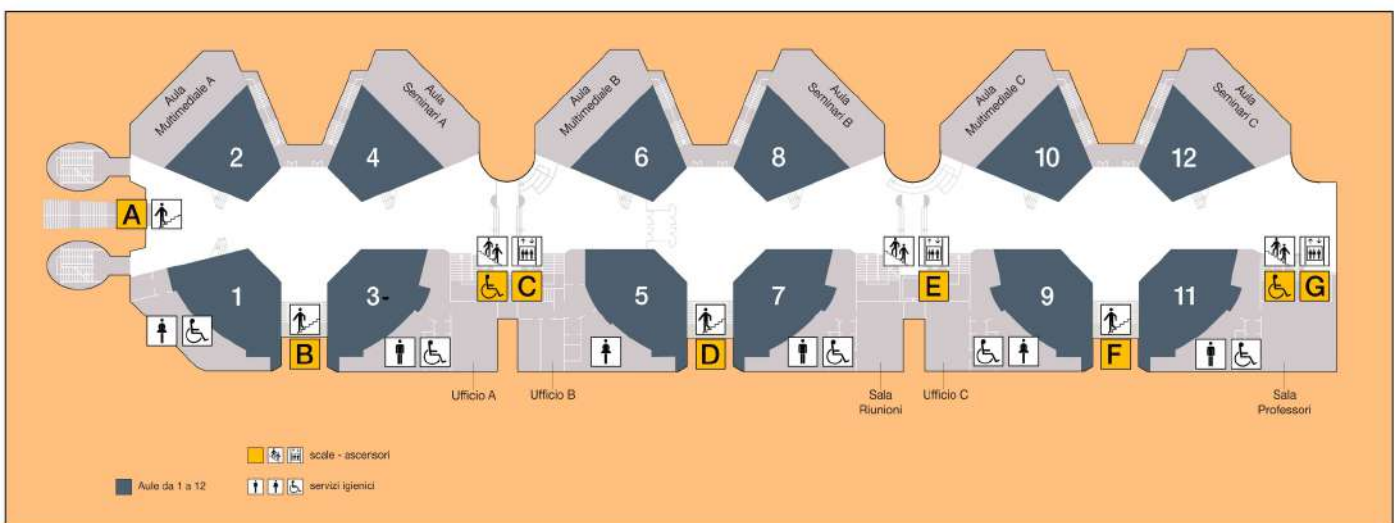
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# CAMPUS MAP



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## Finding Rooms on Campus

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

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## Internet Access

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

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## Pre-conference registration

**Location:** Complesso Didattico, University of Palermo, Viale delle Scienze, Building 19, Palermo – Italy.

**Time:** Wednesday the 21<sup>th</sup> of September 2022, between 15.00 and 18.00.

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## Registration

The **reception desk** is located situated at the entrance at the Complesso Didattico, **Viale delle Scienze, Building 19, Palermo – Italy.**

**Time:** Thursday and Friday the 22<sup>th</sup> and 23<sup>th</sup> of September 2022, between 08.00 and 17.00.

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## Lunch Break and Coffee Break

**Location:** Complesso Didattico, **Viale delle Scienze, Building 19, Palermo – Italy.**

**Time:** End of the morning session.

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## Gala Dinner

**Location:** Caffetteria BAR – Villa Zito - Via della Libertà, 50, 90143 Palermo PA

Deep in the green garden of the Villa Zito, Bar is a unique place in the city and the best way to end the visit at the Collections. In addition to the very suggestive atmosphere of the outside spaces, guests can enjoy the interior halls, with a refined and elegant décor inspired by the Fondazione's paintings gallery.







## Excursions

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Excursions will take place on **Saturday 24th**. People interested have to provide only one option between the two planned.

### Tour 1 - Monreale and Cefalù

Go to the discovery of Arab Norman Cathedrals UNESCO world heritage site. Monreale is a historic hill-town just outside Palermo. It's a picturesque place most famous for the fine mosaics in the town's great Norman cathedral. In this town the visit includes the Duomo and Cloister. Cefalù is one of the major tourist attractions in Sicily. Cefalù offers a great deal, including sandy beaches, winding Mediaeval streets, its unique Norman cathedral. In the town of Cefalù the visit includes a walking tour in the historic center and a visit to the Duomo.



**Duration:** whole day (max 8 hours)

**Fee:** 65 euros per person

Fee includes transportation, local English speaking guide and entrance fees to monuments. Meals are not included, there will be free time for a lunch break to be paid by the participants.

**Participants:** minimum 30 participants

For booking and pay the booking fee send an email to Mr. Fabio Guccione: [fabio@guccioneviaggi.com](mailto:fabio@guccioneviaggi.com)

Confirmation and payment: no later than **9 September**.

### Tour 2 - Segesta and Erice

Excursion dedicated to the pearls of Western Sicily, the territory of the ancient Elimi. The monumental archaeological site of Segesta boasts a Doric Temple from the 5th century BC and the Ancient Theater of the II century BC. Erice is a medieval town with the majestic Venus Castle dominating a unique panorama of the world. The visit will also include a walking tour of the historic centre and the Mother Church.



**Duration:** whole day (max 8 hours)

**Fee:** 65 euros per person

Fee includes transportation, local English speaking guide and entrance fees to monuments. Meals are not included, there will be free time for a lunch break to be paid by the participants.

**Participants:** minimum 30 participants

For booking and pay the booking fee send an email to Mr. Fabio Guccione: [fabio@guccioneviaggi.com](mailto:fabio@guccioneviaggi.com)

Confirmation and payment: no later than **9 September**.



## Practical information (a-z)

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### 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 24/7. In Italy all main credit cards are accepted.

### CRIME AND PERSONAL SAFETY

Palermo 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 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. Palermo is a popular tourist destination, so some of the restaurants and bars staff speaks English.

### LOCATION AND WEATHER

Palermo is a city in southern Italy, the capital of both the autonomous region of Sicily and the Metropolitan City of Palermo, the city's surrounding metropolitan province. Palermo experiences a hot-summer subtropical Mediterranean climate with moderate seasonality. Summers are very long, hot and dry due to the domination of subtropical high pressure system, while winters are mild and changeable, with rainy weather due to the polar front.

### 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 08:30/13:00 - 16:00/20:00. In the city centre, shops and supermarkets usually stay open from 09:30 to 20:00 Monday to Saturday.

### RENT A CAR

The following car rental companies offer service: Hertz, Happy-car, Rentalcars, Sicilybycar.

### SMOKING

On the 10<sup>th</sup> 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 22% 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 In the city centre there are several chemist's shops, easy to recognize by a green bright cross. 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. Find the list of the chemist's shops with the timetable on [www.farmacieverona.it](http://www.farmacieverona.it) or outside every chemist's shop. European emergency call center: 112



#### HOSPITALS

- Civico Di Gristina Benfratelli Azienda di Rilievo Nazionale ad alta Specializzazione, Via Carmelo Lazzaro, 90127 Palermo +39 091 666 1111
- Azienda Ospedaliera Universitaria Policlinico "Paolo Giaccone" Via del Vespro, 129, 90127 Palermo - +39 091 6551111