



**POLITECNICO
MILANO 1863**



GIULIANO NOCI

Vice Rector of the Chinese Campus
of the Politecnico di Milano

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Giuliano Noci is a Full Professor in Business and Management Engineering in the School of Management at the Politecnico di Milano, where he holds a professorship in Strategy & Marketing. Vice Rector of the Chinese Campus since 2011, he was previously the Rector's Delegate for Russia and India.

A member of the committee for the Italian Artificial Intelligence Strategy under the Italian Council of Ministers, he has led numerous Research Observatories and is a Board Member of Polimilano Educational Consulting Ltd, Sidera and Macron SpA. He is also a Trustee on the Board of Tongji University in Shanghai. Finally, he has been part of the Technical Mission Structure for strategic direction, infrastructure development and high-level oversight at the Italian Ministry of Infrastructure and Transport, and has worked in the Internal Control Service of the Italian Ministry of the Interior.

In 2017, he founded the interdepartmental Pheel Lab at the Politecnico di Milano and has been the Scientific Director of the Metaverse Marketing Lab since 2022. A columnist for many Italian and international economic-financial newspapers, such as *Il Sole 24 Ore*, he also participates as a commentator on radio and television programmes.

In 2015, he received the "China-Italy Science Technology Innovation Cooperation Contribution Award" for his contributions to the development of bilateral relations in technological innovation.



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Vision

Giuliano Noci's vision follows a dual action strategy, focusing on both international dimensions and the specific realities of Italian entrepreneurship and public administration bodies. These seemingly opposing perspectives are deeply interconnected, reflecting the vision of the Politecnico di Milano, which aims to increase internationalization while maintaining strong ties with the local community.

Globalization and the local context intersect in Noci's work, bringing experiences and activities tailored to enhance the expectations and actions of local entities. His vision is rigorously scientific yet not exclusively academic, with a significant impact on daily life, particularly through the innovation of communication processes and information transmission. His pronounced intercontinental perspective, transcending political and economic spheres of influence, aims to value the cultural and social heritage of the territory, yielding substantial financial benefits and improvements in administrative activities.

His numerous experiences illustrate a frontline role in promoting the "Made in Italy" concept, including cultural, educational and international collaboration. This is evidenced by his coordination of the project to create a new Italian-Chinese university in Xi'an, a collaboration between the Politecnico di Milano and Xi'an Jiaotong University, as well as his support in the Italy-China Business Forum for the industrial project that will involve Italy in the Tianfu New Area of Chengdu. On the Bovisa Campus of the Politecnico di Milano, Giuliano Noci also conceived the creation of a Joint Campus between the Milan-based university and Tsinghua University, aimed at Chinese companies interested in developing know-how in close collaboration with Italian businesses, laboratories and research centres.

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