

Conference, February 18-19, 2011
Going Global: Internationalization Pathways for Family Firms
During the 19th and 20th Century

Location: German Historical Institute (GHI)
Seminar Room (2nd floor)
1607 New Hampshire Ave. NW
20009 Washington, DC

Special thanks to our sponsors:



Friday, February 18

12:00 noon – 1:00 pm

Lunch Reception, Reading Room

1:00 – 1:30 pm

Introduction

Hartmut Berghoff (Washington): *Welcome*

Christina Lubinski (Harvard)

Going Global: Internationalization Pathways for Family Firms
During the Nineteenth and Twentieth Centuries

1:30 – 3:30 pm

Session 1 - Concepts of Family Business and Internationalization

Chair: **Jeff Fear** (Redlands)

Andrea Colli (Milan)

Family Firms in European Economic History

Vipin Gupta (California State University)

Are Family Firms “Reluctant Internationalizers”?

Giuseppe Gentile and Raffaella Montera (Salerno)

Internationalization Pathways for Long-Lasting Family Business: Between
Familism and Determinants of the Expansion Abroad

3:30 – 4:00 pm

Coffee Break

4:00 – 6:00 pm

Session 2 - Reaching out into the World: Internationalization Pathways in
Historical Perspective

Chair: **Jan Logemann** (Washington)

Harold James (Princeton)

Globalization and Business History: Krupp as an Exemplary Story

Paloma Fernández Pérez, Maria Fernandez Moya and Hui Li (Barcelona)
Is the Future Going Back? Family-Owned Multinationals in China

Hartmut Berghoff (Washington)
Becoming Global, Staying Local: The Internationalization of Bertelsmann, 1962-2010

6:00 – 6:15 pm

Paloma Fernández Pérez (Barcelona)
Presentation of the “Network of Interdisciplinary Research in Family Firms”

7:30 – 10:00 pm

Conference Dinner

Restaurant “Patio”
Carlyle Suites Hotel
1731 New Hampshire Avenue, NW

Saturday, February 19

8:15 – 9:00 am

Breakfast, Reading Room

9:00 – 10:45 am

Session 3 - Managing Internationalization: Strategies for Global Markets

Chair: **Christina Lubinski** (Harvard)

Liza Lombardi (Geneva)
When DuPont Entered Mexico, 1902-1928

Susanne Hilger (Düsseldorf)
Shoes for the World: Internationalization Strategies of European Family Firms in the Shoe Industry before World War II (with particular reference to the Czech Bat'a Company)

Miguel A. López Morell (Murcia)
From Pioneers to Last Mohicans: The Rothschild Family at the Forefront of International Investment Banking

10:45 – 11:00 am

Coffee Break

11:00 am – 12:30 pm

Session 4 - Global Expertise: Knowledge, Training, and Education

Chair: **Berti Kolbow** (Göttingen)

Nuria Puig (Madrid)
Learning to Go Global: Business Education, and the Internationalization of Spanish Family Firms

Susanna Fellman (Helsinki)
Preparing for Internationalization: Transforming Education and Recruitment Patterns in Finnish Family Firms, 1970-2005

12:30 – 2:00 pm

Lunch

2:00 – 4:00 pm

Session 5 - The F-Factor: Family Dynamics and Family Ruptures in International Businesses

Chair: **Paloma Fernández Pérez** (Barcelona)

Margrit Schulte Beerbühl (Düsseldorf)

The Commercial War against Napoleon: The Spread of International Trading Networks during the Early Years of the Blockades

Luciano Segreto (Florence)

Creating a Fortune with the Timber Trade: Business, Family Strategy, and Family Unity. The Feltrinelli Case, 1854-1942

Anne Overbeck (Münster)

Two Countries, One Home, One Occupation: The Success of Italian Ice Cream-Makers as a Family Business in Germany, 1900-2011

4:00 – 4:30 pm

Coffee Break

4:30 – 6:30 pm

Session 6 - Big Fish in Small Ponds: Family Businesses in International Market Niches

Chair: **Jessica Csoma** (Washington)

Jeff Fear (Redlands)

Globalization from a “22mm Diameter Cylinder Perspective”: How Mittelstand (medium-sized firms) became ‘Pocket Multinationals’

Stefano Agnoletto (London):

A Case Study in Italian Family Business History: The Small “Born Global” Firm GERLI of Milan, 1867-2010

Miquel Gutiérrez Poch (Barcelona)

Looking for a Place in the International Market: Success and Failure in European Papermaking Family Firms, 1800-2010

6:30 – 7:30 pm

Conclusion

Round-Table:

Internationalization Pathways in Comparative Perspective

Commentator: **Matthias Kipping** (Toronto)