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A LONG HISTORY OF WOVEN TAPES

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By promoting an awareness of values commensurate with entrepreneurship in society and amongst entrepreneurs, Confindustria intends to make its contribution towards the country’s economic growth and social progress, together with the political institutions and national and international economic, social and cultural organizations.

FOR ITALY

CONFINDESTRIA in figures

Over 150,000 enterprises
5,439,370 employees
220 Local and Category Associations
Today, there are two features that describe corporate communication more than others: the multiplicity of channels through which it is expressed and the transformation of contents that concentrates on values rather than on the product and the emotions it arouses.

The main way is through conventional advertising, but other channels contribute to building the image of the company, chiefly sponsorship (research, culture, football team) and architecture (production centres created by high-profile professionals). A new trend is given by the visibility of company leaders, achieved in different ways, from media appearances to managing sports teams, right up to entering politics. It is a fragile form of communication, since any connection with negative news stories can destroy the corporate image built over the years.

Another innovation is that concerning the transformation of the content conveyed: neither its product nor its magical image, but new shared values: above all the environment, safety, the balance between production and consumption, and gender equality. Corporate communication has become more philosophical. It sells a utopian image and this may pave the way to the risk of rhetoric.
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The forerunners of Circular Economy

The Montello recovery and recycling industry confirmed an Italian excellence for its system and technology.

Six hundred thousand tons of organic waste, equalling the annual production of 6 million inhabitants, transformed into power and heating, into biomethane by recovering carbon dioxide and into a top quality organic fertilizer, a business implying a saving equivalent to 180,000 tons of CO₂ per year. Over 225,000 tons of plastic waste derived from selective waste collection, equivalent to the annual production of 8-10 million inhabitants, is transformed at Montello into recycled raw material, such as flakes of PET, granules of HDPE, LDPE, PP and manufactured products, for a saving equivalent to 210,000 tons of CO₂ per year. These are only a few of the incredible data associated with Montello, the recovery and recycle industry and virtuous example of “Carbon Negative” circular economy.

At the helm of the enterprise, Roberto Sancinelli, a farsighted, motivational, untiring captain of industry who, following a winning entrepreneurial vision, converted the old industrial installations in the family steelworks and carried them into the Green Circular Economy era. He is assisted by his son and daughter Luca and Francesca in managing the business.
“Up until 1995, Montello produced steel and rods for reinforced concrete, then in January 1996 we closed down the iron and steel business and converted the factory into the business for recovering and recycling two types of waste, both derived from selected waste collection: post-consumed plastic packaging and organic wastes. Selected waste collection was only just dawning in Regione Lombardia at the time. A sector, the one related to waste, which at the end of the nineties was not looked upon as an opportunity but actually as a problem.” Sancinelli tells us who, thanks to that intuition, led Montello to be what is now an Italian example operating in what is today known as “Circular Economy”, that is a planned system to reutilize recycled materials in successive production cycles, thus reducing waste and use of fossil sources.

The story of Montello Spa tells about a courageous enterprise, having the acumen and ability to transform the iron and steel industry crisis into an important business opportunity, and new jobs. “This converted production has now made us a benchmark - not only on an Italian but also international scale - in
the two business sectors we work in”, states Sancinelli.
It was an important decision to make that led the company to grow also in terms of jobs: enough to think that Montello Spa currently numbers 700 operators, against the 320 there were when the iron and steel business was closed down. A story of success indeed, continuing with the goal of achieving new goals. Yes, because the path towards growth at Montello is never ending and carries on in the field of technological innovation, with continual investments in research and development, with a view to finding increasingly innovative solutions both technological and for production processes, having respect for the environment. Suffice it to think, for example, of the latest industrial plant installed to produce biogas generated by anaerobic digestion of organic waste, the first example in Italia of a “Carbon Negative” system to treat organic waste: the system does in fact also recover the carbon dioxide contained in biogas to use it for industrial purposes, including the food industry. The company, centred in the Municipality going by the same name in the province of Bergamo, stands on an industrial site covering 450,000 sq m with about 125,000 under cover, and over the years has been certified with Iso 9001, Iso 14001, Iso 18001 and Iso 50001.
What is more, since October 2017, exactly a year ago, Montello Spa was the first in Italia to receive Certification for the sustainability of its biomethane produced for road haulage use. “A lot of water has passed under the bridge since ’96, when we used the first basic systems to recycle both plastic and organic waste. Today our treatment, recovery and recycling installations are all high-tech. Ever since 2000 until today we have in-
vested over 300 million euro because the company is like a human body, it needs to be continually fed and the essential food for an enterprise are investments in new technologies and industrial plants.” Investments in Research and Development are likewise substantial, putting aside around 3% of the turnover for this, an investment considered essential by Sancinelli, because it is a “young” sector with a wealth of potentiality, in continual evolution.

EVOLUTION OF A NEW ENVIRONMENTAL AWARENESS
As already mentioned, the core business at Montello concerns two lines of business: plastic recycling and organic waste recycling. Both waste typologies are derived from selected waste collection. By recycling plastic waste, they obtain a high-quality recycled raw material, used to replace fossil raw material in producing a variegated assortment of products, for example, slabs for thermoforming, straps for packaging, textile fibres, profiles, pipes and membranes, cableways, containers for liquids, disposable boxes, plastic pallets, lawn-protection grids, inserts for office supplies, asphalt and bituminous additives, reels and cable winders, garden furniture, flower pots and accessories for agriculture, domestic appliance components and a lot more for the automotive sector. It should not be forgotten that Montello is the leading operator in Corepla, Consorzio Nazionale per la Raccolta, il Riciclaggio e il Recupero degli imballaggi in Plastica, a national consortia for collecting, recycling and recovering plastic packaging. With a combined process of anaerobic digestion and composting, the system to recover and recycle organic waste produces biogas, from which Montello extracts biomethane, an excellent cutting-edge biofuel for road haulage purposes, replacing fossil fuels and also recovers carbon dioxide then used for industrial processes, including the food sector. The Montello industrial plant is the first one in Italia to have emitted the biomethane produced from recovering and recycling said waste into the national Snam Rete Gas road haulage network. But it does not finish here. This biogas generated as a renewable source of energy is currently used at Montello to also produce power and heating through cogeneration engines, producing sufficient energy for the factory’s needs. Downstream from this process, through aerobic treatment, a high-quality organic fertilizer is likewise generated and usable to replace chemical fertilizers. Visiting the installations, one is not only struck by their imposing dimensions, but also by the perfect efficiency, the dynamism, impeccable organization and total participation of the employees. “I highly value my staff, from managers to assistants all, comprising those who work on the most humble jobs. Transmitting my enthusiasm and vision to the entire team, Montello has been transformed into a model of excellence, visited every year by over 2,000 students from primary schools up to universities. In ’85 I took a courageous decision and in pursuing it was forced to accept many often risky challenges. But this is all part of the entrepreneurial risk and vision.”

IN FUTURE, GROWTH THROUGH PARTNERSHIPS AND TAKEOVERS
“Montello never stops. In an extremely dynamic global market like the one today, the processes of growth and creating value are never ending, being basic factors for the success of an enterprise” continues Sancinelli. “We are studying takeovers and partnerships for the purposes of synergies and strategic dimensioning in order to tackle the new competitive scenarios being traced out by the market for the future. This is the only way for us to continue to respond rapidly and coherently with the changes in progress.”

In 2008, the company was awarded first prize for Sustainable Development, sponsored by the President of the Republic, a prize awarded to Montello once again this year 2018, after ten years.
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Culture is a life-force, not a whim

Culture as a sector, working well and well-governed, could provide our country with constant growth. As the figures confirm

Not just a dizzying increase at tourism level, but also major progress in educational and therefore social terms for all the citizens. This is the effect of an organized cultural system, oiled by the right government funds. The conservation and the enhancement of our enviable cultural heritage should therefore be a priority for the government. But unfortunately, this is not so. The world of cultural assets suffers from a chronic lack of funds, from the widespread unease which starts from the impossibility of restoring works and goes on to the lack of dedicated personnel (and therefore the use of volunteers instead of professionals). And yet, Italia could live off its cultural heritage. If we look just at cultural tourism, for example, we immediately see the incredible weight it carries. This phenomenon concerns the big cities in a special way: Roma, Firenze, Napoli, Pompei, Venezia, Torino, Milano, etc. Let us analyze, just for a second, the economy which revolves around the architectural and museum treasures in these places. Last year, their monuments and museums were visited by six million people (an increase of 45% over the last seven years). These figures are significant, and they open up scenarios and challenges which should be studied with much attention. They refer to the great congestion of tourists in the high season, and relate to infrastructure, mobility, and to the need to expand tourist destinations by encouraging curiosity about less famed places, thereby lightening the burden of exaggerated crowds. All this holds true for all the 69 million international arrivals foreseen during the course of 2018 (as per Ciset).
CULTURE AND EXPERIENCES: THE NEW FRONTIER

It must also be said that these are the years of “experiential tourism”, a young phenomenon and one that is highly promising. It works with the desire to experience a place in a complete manner, entering in contact with a less standardized concept of culture: the tradition of places. The idea is to go home with something inside of you, to experience a meaningful and memorable moment. The more you experience with the experience, the more you are voracious for new and exciting experiences. And so, the simple five-star hotel welcome and a visit to a museum are no longer enough. They are no longer considered interesting experiences in an absolute sense. Something more is needed, more enlarged, deeper, more real. Experiential tourism is already moving numbers and people. According to a Wit survey (2016), this segment is worth 40 billion euros in Europe. And it goes without saying that a good slice of this money is destined for Italia. In fact, in 2017, the hospitality industry recorded 122 million arrivals, with over 427 million total visitors (up 4.5% and 6% on the previous year). Among other things, all these guests generate 39 billion euros of spending (up 7.7% on 2017), and therefore move the economy.

The hospitality-cultural activity package gives added value when the land is connected to its reception system in the closest manner. This the reason why Cna and Airbnb have created a collaboration to bring out Italian excellent strengths. Experiential tourism in fact can draw on the many skills and knowledge of artisans and enterprises, the perfect “bridges” for those who wish to touch the real Made in Italy Italian craftsmanship with their own hands.

TOP-LEVEL TRAINING FOR FOREIGNERS AS WELL

Italia, after all, can boast its many other forms of culture: classical music, universities (some are among the best in the world), Mediterranean cuisine… settings which, to an ever greater extent, move in accordance to a more globalized vision of the world. Each of the three culture threads cited is able to influence the Italian economy in great measure, attracting students and professionals from every country on the planet.

We have music conservatories of top level in practically every Italian region, and in many cities. After all, Italia is the homeland of very important musicians from Verdi to Rossini, and its music has always been talked about. There is no single Italian conservatory which can be named the best of them all, and this fact shows the excellence of the musical training on offer. Certainly some are more renowned - Parma, Napoli, Roma, Trieste, Firenze, Cagliari, and Milano - but they are all good. The professional classic musicians of the whole world are the product of high level Italian musical/artistic training.

And then, even some of our universities have a great power of attraction. This becomes a wellspring of economics and culture for our land. Just think of the Politecnico of Milano, the Bocconi University, the universities like the Sapienza in Roma, the Normale in Pisa, the University of Padova, and so many others. Universities and academies which are classified by the QS World University Ranking and hold very respectable positions at world level, and are the dream and the hope of thousands of young people who leave their homelands to study in Italia. Italia has much to give the world.

Cultural marketing and the social network are the tools which the sector can use to increase interest and make the dialogue grow. Of course, if there were also a bit of government financing, it would be perfect. But that’s another story.

by Paola Orecchia

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The numbers

69 million
International arrivals in 2018
(Source: Ciset)

12%
Income generated by museums and monuments in 2017/2016
(Source: Mibac Statistics Office)

90 euros
Spending money available per foreign tourist per day
(Source: Mibac Statistics Office)
Talking of......

Ambassador of Italian music

Conservatorio “Nicola Sala” in Benevento: a Music University opening its doors to creative industry

We are in Benevento Old Town, a few steps away from the Santa Sofia complex, a Unesco world heritage site. In this fascinating place full of history and culture, located in the historic Palazzo De Simone, is where the Conservatorio Statale di Musica di Benevento “Nicola Sala” music college is centred, an academic institution with an international atmosphere, with teaching and education contents well anchored to the prestigious history of Italian and Neapolitan music. A treasure trove keeping guard over melodies by the world’s greatest composers, taught and handed down to the new generations of green musicians coming from the entire peninsula and from abroad. “We are constantly engaged in planning and creating international musical projects, ma-
King us become the first conservatory in Italia for artistic production, with 346 concerts held in 2017. Conservatorio di Benevento’s greatest attraction lies in the originality of its courses, for example “Canzone classica napoletana” (classic Neapolitan song) or “Direttore di palcoscenico” (stage director”). The decision to lay its stakes on new academic titles, with high probability of finding a place in the creative industry, was the keystone for increasing the number of registrations together with a donation, by the Municipality of Benevento, of the San Vittorino theatre, magnificently renovated and equipped with multi-media systems and cutting edge scenic technologies. “There is a great change in the way young people exploit music - adds the director, Giuseppe Ilario -. Today we have to measure ourselves against new kinds of music and new technologies, such as jazz, pop and electronic music, so we must be ready to adapt ourselves to the times and offer new educational courses. This we did and it was our winning ‘note’: opening up to the new musical forms”. The vitality of Conservatorio “Nicola Sala” lies in its impeccable dual governance, uniting the experience and wisdom of the director with the far-sightedness and dynamic nature of the board of director’s chairwoman Caterina Meglio, recently nominated to the National Conference of conservatoires top management. “Our students pay close attention to the dynamics of the creative industry labour market, which in Italy generates substantial figures as far as Gda is concerned. This is why Conservatorio “Nicola Sala”, with its artistic events and programmes, becomes an important engine to drive territorial development. Assist and sustain academic institutions like ours, signifies rendering the Country System far more competitive and attractive for the new generations who, from all over the world and particularly from China, look at Italia with great interest for its immense cultural and musical heritage.”

If in the digital era, knowledge is the most precious asset, then the strategic lever for growth cannot but be culture: “Right here in Benevento - concludes Caterina Meglio - the ex president of Confindustria (industrialist’s association) Giorgio Squinzi, today sitting on the board of directors of Fondazione Teatro alla Scala foundation, emphasized the great value in terms of positive repercussions on the entire society, of an economic system that awards culture first place.”
Museo d’Arte della città di Ravenna
6 ottobre 2018 - 13 gennaio 2019

ARTE E CONFLITTI
TRA MITO E CONTEMPORANEITÀ

Pablo Picasso
Jeux de pages,
Vallauris, 24 février 1951
Huile sur bois
Musée national Picasso-Paris
Dation Pablo Picasso, 1979. MP204
© Succession Picasso, by SIAE 2018
winning choices

MARZIO CARRARA
Betting on paper

A corporate, industrial and financial restructuring was the driving force of Boost, now the world’s largest planner maker.
The world’s largest producer of planners: the stages of a birth

April 2017: the CPZ Group buys from the Nuovo Istituto Italiano d’Arti Grafiche Spa the business branch operating in the field of calendars and diaries, which previously belonged to the company Arti Grafiche Johnson Spa; in the framework of the transaction, all the over 300 employees working for this business branch were transferred too. The transferring company of the business unit was called Boost Srl. June 2018: Boost acquired the majority shareholding of Lebit Holding, a company holding 100% of the share capital of Lediberg Spa, the world’s leading company in the printing of diaries and notebooks, which at the time of acquisition was in a phase of financial tension. The acquisition was aimed at the corporate and financial restructuring of Lediberg and the creation, through the merger of Lediberg and Boost, of the world’s largest producer of undated diaries and notebooks. September 2018: Lediberg, thanks to the intervention of CPZ, returned to work and approved a sworn industrial plan pursuant to Article 67 of the Bankruptcy Law. October 2018: Boost and Lediberg approved a project of merger by takeover whose outcome is the full incorporation of Lediberg into Boost, thus creating a company with a potential of more than 150 million annual turnover. In the context of this important restructuring operation, all high-quality printing is sold by Castelli Poligrafiche (a company 100% owned by Lediberg) to CPZ, a majority shareholder of Boost.

a pleasant, immediate and international sound. Developing a new project, integrating the expertise and added value of historic companies to project Boost into an increasingly international future. The entire operation was commanded by a farsighted and courageous entrepreneur: Marzio Carra-ra, who understood the immense potential of the merger of two competitors - Lediberg and Arti Grafiche Johnson - whose experience in the field of high-end calendars and planners, both dated and undated, has its roots in the sixties, developing an unparalleled international player, practically without competitors. And above all Italian, with its origins.
in the Bergamo area and a global mission. The majority shareholder of Boost is the CPZ Group, a key element in all phases of this restructuring that has taken place, incredibly, in a very short period of time for an operation of such importance, between April 2017 and October 2018 (see Box). “We firstly want to position and establish the new brand abroad, using subsidiaries located in Germany, France, Spain, England, Dubai, Greece, Holland, Romania, Poland, USA and Brazil. Already now, 80% of turnover is generated by foreign markets and we are aiming for further expansion”, underlines Carrara. Currently Boost has 1,580 employees (1,100 of which in Italia), with an outlook of 150 million Euros turnover.

“A product like the diary is timeless even in the digital age and we guarantee excellence, combined with an unmistakable design. In our production sites the search for innovative solutions is incessant and quality control reaches really high levels”, says the managing director. The aim of the new company is to spread a unique style in the world, that Italian mood focused on style and quality of materials rather difficult to find in other similar products. But Italianness is the distinctive feature of the Boost planners.

“Following our guidelines, our Italian mood can be replicated by our production centres abroad. For example, our turnover is growing particularly in the United States, where this product is particularly appreciated, while other companies in Europe are experimenting with it for the first time, perhaps combining it with core-business productions such as pens”, explains Carrara. But the planners are also opening up previously unexplored horizons, in regions such as South America and Africa where the rate of schooling is increasing and the paper world is the master. “Our books, diaries, notebooks and planners are not just tools for work and study, but also gadgets and furnishing accessories and represent something tangible, to touch, which always pleases consumers very much.”

A well-made planners has a high intrinsic added value, appreciated by true connoisseurs and lovers of beauty. Design understood as cleanliness and rigour, but above all as innovation and research, plays an essential role for Boost. “Creativity is developed by our internal R&D department: we propose ourselves as a partner for customers, choosing with them the materials and the creative style to create a completely customised product”, declares Carrara. The customisation also includes the machinery to develop fully customised production ranges for certain customers.

The future of Boost is full of projects and new bets: “The dimensional leap we have made in just over a year has been a huge effort, but it is giving us good results and the prospects are very encouraging”. “With tenacity, resourcefulness and desire to do you can face risks, reverse situations and accept challenges. Betting on paper! And we are all ready”, concludes Marzio Carrara.
Believing. That’s all

The “know-how” of Italian businesses is keen, performing, evident, today even more than in the past years. Notwithstanding this awareness is increasingly widely shared, however, sometimes we are the first not to fully believe in our own value. And yet, it is with great attention that the world, today, looks to Italy, and the our businesses look out to the world, decisively stepping not only on the domestic market, but also and in an increasingly distinct way, on the international scene. Italian businesses are worth something. Worth a lot. Some of our entrepreneurs are showing a growing awareness of the value of their work. But not all of them, unfortunately. And here it is, the mission of our new edition of Platinum: welcoming to the stage of excellence another selection of star businesses, to aim the spotlight on this Italian entrepreneurship which is capable, competitive, successful - whose stories have inspired us for many years. To promote it, give it value, give it its well-deserved recognition. Contributing to the success of all these businesses means being a part of a larger picture, something bigger and more complex, an integral part of our Dna. Because undervaluing or choosing to ignore all that we are capable of creating is counterproductive for our future; on the contrary, knowing and acknowledging these small, yet big stories of passion, hard work and courage, is something we must do to allow us to continue to push ourselves even further. ■
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Collaborators are the real assets of a company

The role of the “We culture” in Pietro Colombo’s success

June 5, Pietro Colombo - one of the most successful and loved entrepreneurs in the Como region - turned 84. His birthday offered an occasion to learn more about a person with rare qualities of reserve, balance, and generosity.

The CEO of Blm Spa and Adige-Sys Spa, and also the CEO of Adige Spa, Pietro Colombo has dedicated his entire life to his companies, which he has always considered - much more than just a place of work - as a great community organized in accordance with that “We culture” with which he proposed to show the value of the role of each and every one of his collaborators, and which was then adopted at all company levels. The idea that the success of a company must coincide with the personal affirmation of all those who work there is a principle which has always animated the activity of this entrepreneur. Its application has contributed to making his group reach the top at world level for the production of machines and systems for the working of metal pipes - from their curving, to cutting, to shaping.

Pietro Colombo attributes his attitude to the training he received in his youth at the Collegio Arcivescovile De Amicis, to which he still feels owes a debt of gratitude. This feeling has led him recently into seeking an agreement with the Facec, which then did not succeed, for the purchase of the entire school area. Born in Giussano, on June 5, 1934, the young Pietro attended the Istituto Tecnico Commerciale of the De Amicis school from 1950 to 1955, when the school - founded in 1907 by Endimio Spezia - was at its peak. Along with the dean, Father Vagli, here Colombo met passionate teachers to whom he acknowledges a great influence in passing to him “that rigor and method in studies which together became the essential reference” for his professional life. Spartaco Teti, Don Angelo Paleari, Arrigo Diotallevi and his wife, Iole Rapacini, Maria Donati, and Franco Ambrosini, along with Don Adolfo Asnaghi, are names, which almost seventy years later, he still remembers with affection and gratitude.

Upon finishing high school and graduating as an accountant, Pietro Colombo began business in 1960 when he took up stakes in a company dedicated to the production of pipe bending machines. The learning culture continued, and the desire to enlarge the company brought it to its present size as Blm Group which, with almost 600 employees, has no equal in the world for the completeness of the products that it offers and for their level of technology.
If you ask him how he reached these results, he answers “Nothing in human experience ever happens by chance or improvisation. Today, when I think back on my story as an entrepreneur, I find in my years of study at De Amicis, the starting points of my actual philosophy of life, and the values that I sought to follow in the companies which I have run. As a youth, I was considered to be a promising football player, vivacious, and little inclined to follow orders. I was active in Catholic organizations, and for some years even in politics, always alongside more experienced people.”

In accordance with his training, Pietro Colombo feels that the real heritage of an entrepreneur is represented by his collaborators at every level. “This is the source of my need to continually enrich human resources, from research and development to new attitudes which are carried out through multiple routes.” Above all is training which “for our group - Colombo underlines - is the main instrument for the development of the skills of each operator.”

The continuing attention to the improvement of his personnel’s potential is proved by the company’s effort dedicated to in-house training, which in 2017, surpassed 38,000 comprehensive hours involving over 300 employees.
Alloys enter the era of sustainability

Eural Gnutti’s eco-friendly aluminium at Aluminium 2018 in Düsseldorf

Eural Gnutti, a global reference point for the production of semi-finished aluminium products, has called “2033” this new lead-free alloy which was presented at the latest edition of Aluminium in Düsseldorf, the world’s benchmark trade fair for an industry centred on this material and its main applications. The 2033 is set to replace all alloys containing lead, which will be replaced with bismuth. “The new alloy will join the 6026LF: both not only contain no lead, but no tin either, a metal that makes alloys more fragile”, says Sergio Gnutti who, alongside his brother Giuliano and nieces Elena and Paola, runs the company that is celebrating this year its 50th year of business. “The new lead-free eco-friendly alloys guarantee the same levels of quality as lead alloys. Just to be clear: by using these new alloys, not only is the performance unaffected, but there are increased benefits, considering that the entire world has taken the path to environmental sustainability and European regulations are extremely strict in this regard.” As a matter of fact, starting from 18th May 2021, products containing more than 0.10% of lead of their weight will no longer be placed on the market. “We were among the first to create ecological aluminium alloys. These are metals that ensure high mechanical properties. Let’s not forget that the specific weight of aluminium is almost a third of that of brass and steel, so the percentage of 0.10% in aluminium is even lower than in other
The 2033 lead-free alloy

Eural Gnutti has developed the 2033 lead-free alloy, one of the best for working on high speed automatic lathes. Other advantages that typify 2033 are the extremely thin chips, longer tool life, high mechanical properties, and the better anodising ability and weldability compared to other alloys. The 2033 is both lead and tin free and is the best solution for the production of components that comply with the recent restrictions in this area (2018/740/EU RoHS: Pb <0.1 from 18/5/2021). The alloy is mainly used in the following sectors: automotive, electrical and electronic, defence, moulding, screws, bolts, nuts, and threaded parts even with reduced thicknesses.

materials, making it the most sustainable metal”, explains Gnutti. The president believes it is important to roll out the use of alloys such as the 2033 and 6026LF right away, well before European regulations come into force, so that in this three-year period we will begin to get used to the new alloys as to achieve a gradual and smooth conversion. Even with regard to the new alloys, Eural Gnutti once again stays “technologically advanced”, a concept that is at the heart of its philosophy. A winning philosophy: the group in 2017 recorded a turnover of 233 million and 670 thousand euro, with a net profit of about 24 million. The drawn bars produced by Eural Gnutti represent a high added value product exported all over the world and the company, despite being of considerable size - with its 400 employees split between the company premises of Rovato and Pontevico - maintains the flexibility that allows it to serve various sectors, including aeronautics, automotive, mechanics, pneumatics, electronics and many more. “Our advice to customers all over the world focuses on the fact that there is a specific aluminium alloy for every type of processing. Our goal is to provide the end customer with an economically sustainable product, one that is high quality, but above all high performing, able give them an increase in productivity of 20-30% more than the others. Choosing the most appropriate alloy is actually a vital step that can determine the success or failure of a product” states Gnutti. There is no end to the growth of the Brescia group, thanks to the foresight of the president and his family, which has always looked to the future. “It is essential to identify the needs and be one step ahead. Eural Gnutti has development in its blood and in the future will continue to meet customer requirements through innovation”, concludes Gnutti.
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Platinum dedicates these pages to the men and women of our times who stand out on the economic panorama. These are strong personalities who, with their charisma, speak for themselves in this communication window. We wish to show them as role models. We wish to gather up the secrets that they hold. These are men and women who make a difference and who are recognized also abroad. Platinum opens its portrait gallery to the readers.
Rifra Masterbatches is an Italian company, which, over the years has managed to transform itself, becoming a point of reference in the production of colour masterbatches, additives, and complexes. A company capable of satisfying the needs of the most varied clients: from construction to food packaging, automotive, medical, home appliances, household products, all the way to cosmetics and the textile industry. The company recently celebrated forty years in business with a large party involving everyone, including clients, suppliers and contractors.

But that’s not all: Rifra Masterbatches also celebrated its anniversary by creating a book, “Ritratto in movimento [Portrait in Movement]”, written by the writer Gianni Farinetti, in which the tale of the dynamic founder of the company, Augusto Rampa, is told in detail, sharing his marked entrepreneurial intuition which, in 1978, led him to work on his own and found Rifra, following years of experience in the petro-chemical industry.

And, for a dynamic company looking to the future like Rifra, blowing out forty candles represents not only a goal attained, but yet another starting point, as explained to us by Elisabetta Rampa, general manager, and her sister, Patrizia Rampa, marketing manager. “In the last decade, we have undergone an evolution: Rifra changed its business structure from proprietary to managerial, it built a new factory to better serve the market...
demands which are increasingly exacting and focused more than ever on the internal growth of the team. The most precious resource for Rifra, let’s not forget, is our workers”. At Rifra, making people grow means innovating, guiding clients to the excellence of the products which, as noted by Elisabetta, “originate with a lot of hard work and teamwork, in which the client is an integral part”. At Rifra, training personnel never stops: in this manner they are able to identify and enhance specific talents, turning them into an added value for the company. But not only: the person, while evolving, can contribute to make a better company, therefore Rifra’s vision and that of its management embraces a philosophy of life which is unique to the company. “The new generation in our family-run company is working to maintain traditional values, sharing successes and objectives with all members of the team.” Total quality has also been a concept at the basis of Rifra, which is now proudly certified with UNI EN ISO 9001, certification for Integrated Quality, Environment, and Safety Management System, and product certification for the manufacture of biodegradable and compostable masterbatches awarded by Tuv-Vincotte.

In the market for colouring and additives for plastic materials, Rifra develops top of the line products thanks to the elevated levels of technology reached by the company laboratory, the beating heart of the company’s R&D. “Technical innovation is also one of our founding values and in the future we will continue to use human and economic resources in our continued search in the creation of highly innovative products, even niche products, like, for example, new generation techno-polymers which are slowly substituting “metallic parts” in a variety of objects in different industries, while never forgetting about sustainability, another essential concept of our philosophy. New goals don’t scare us and change has always been a part of our DNA” concludes Patrizia Rampa.
General Fruit is a company with a long family tradition (now on its fifth generation of family members) with roots that go down to the 1800s. Specialized in the production and distribution of semi-worked liquids and concentrates for drinks, General Fruit is run by the Lochis family which, since the start, has “concentrated on quality”. This is the theme that characterizes the philosophy of this historic company.

Today, General Fruit’s turnover is 23 million euros, but when the earnings of the other companies in the group are included, it rises to 110 million euros. The company employs 220 people and 550 agents. The latter are very important in order to identify market trends and create innovative products.

General Fruit is proud of its six avant-garde production lines which use over 20,000 tons of concentrated liquids per year. 70% of its production bears the Gf trademark, but 30% includes private labels for the big names in international beverages, to whom the company offers a complete service - from the study and creation of recipes, to the choice of the most appropriate packaging, all the way to the graphics of support materials to position the product. Gf also distributes the Del Monte brand under license.

General Fruit’s clients are almost exclusively professionals: retail, cafeterias, bars, restaurants, hotels, ice cream shops, pastry shops, yogurt shops. In other words, the whole outside eating sector except for vending.

The president of the board of directors of all the companies in the Gf Holding is Giuseppe Lochis, who runs the company along with his brother, Mauro, and son, Cristiano.

“The ‘revolutionary’ year for General Fruit was 1987, when ‘Lochis Liquori & Sciroppi’, founded by my great-grandparents, was transformed from a private artisan firm into a limited liability Srl. This radically changed our original core business, as we moved from the production of liqueurs to products based on fruit”. From that point on, General Fruit has seen unstoppable growth, to arrive in recent years trending towards internalization.

“At the moment our turnover is generated 80% in Italia and 20% abroad, but we are focusing on amplifying our quota on foreign markets. We already have two European branches for the sales of our products - General Fruit France and General Fruit Iberica - and we have just recently hired three new professional figures dedicated to further internationalization”, Lochis tells us.

General Fruit, based in Credaro, in addition to Iso 9001 and Iso 22000 certification, has obtained the Bioagricert, Brc Food, and Ifs Food. It has also invested in a management Erp, JD Edwards, which is fundamental for the growth of the group, installed with an eye also to globalization. This choice was so important that General Fruit was placed by Oracle among the ten top companies at European level in the small to medium-sized company sector for its use of JD Edwards.
The company is presently adding solar panels to obtain the green seal as a sustainable company in terms of energy, and continually invests in new technologies. “This policy has allowed us to count on completely automated lines of production. In this way we propose ourselves to the big international companies, not just as suppliers, but as partners in the research and development of new products”, concludes Giuseppe Lochis.

The numbers at General Fruit
(a company in the Gf Holding group - Lochis Family)

Headquarters: Credaro (Bergamo)
Earnings: 23 million euros
Tons of concentrated liquids per year: 20,000
Foreign branches: 2
Earnings at Gf Holding: 110 million euros
Employees at Gruppo Gf Holding: 220 (of which 43 at General Fruit)
Agents for Gruppo Gf Holding: 550 (of which 40 for General Fruit)
Main brands distributed by Gf Holding: Naturera, Naturera Polot 1882, Natfood, Gelatitalia, Yogorino, Del Monte, Oronero, Sfizia
Youthful planning

Innovation and eco-sustainability for Scoprega, leader in inflators for the outdoors

Widespread distribution and after-sales service, sustainable innovation, use of 3D printers. And a young, culturally diverse and motivated team working in an space designed for fostering creative thinking: these are the key features of the Scoprega group, a leading manufacturer in Italia and China of inflators for use with inflatable boats, Sup, inflatable military tents, and other large inflatable structures for events.

“We mainly produce electric, portable or mains-powered inflators, but also all kinds of paddles, safety inflation valves, even for life rafts and other accessories for inflatable boats, such as handles, fenders - says Artemio Affaticati, the dynamic Ceo of Scoprega since 2014 and the Chinese subsidiary Bravo -. Fast support across the globe is a cornerstone for both companies of the group: our products are connected with outdoor leisure time and our users, when using them, are less careful than, for example, when using an electronic device. But, since they are used in aquatic environments, distributor and customer support is essential, and that’s what we guarantee. Always.”

The group, with a turnover of 15 million euro, 40 employees in Italia and 120 China, over the last three years has overhauled the entire range, developing new products with a focus on portability and sustainability.

“We use non-toxic materials in compliance with European and American regulations, often using recyclable hybrid plastics. In addition, in order to produce our pieces, we initiated the conversion from using expensive steel moulds to 3D printers, which reduce development time and are flexible with customisation, but, above all, only use the material needed to build the piece, with enormous energy savings.”

However, the main source of pride for Scoprega is its human resources: the average age of the company is just 30.

“Our products are for those who love the outdoors and our target age group is from 20 to 50 years. It is vital that those designing the products understand the current needs and must be young and proactive”, concludes Affaticati.
A training which adopts a wider view meant to include all the needs concerning the company. This is the aim currently pursued by Formamentis, a Serfin Srl training centre. Started 18 years ago, the training centre of the Guarnieri Group has developed, structured and grown until it became a multifunction centre in the field of business training. Sara Guarnieri, who has been newly appointed as educational manager of Formamentis, has a clear goal ahead for the next years: “we want to trigger a change in mentality towards the approach to training; our courses must prove to be an added value for the company and for their work.

A training on safety, but also relational and managerial, as we are convinced that, in any company and work environment, such aspect is strictly connected to the human behaviour.”

In view of turning Formamentis in an increasingly central branch of the Guarnieri Group, the Iso 9001 EA37 sector was finally obtained, which acknowledged the training body as being able to design and deliver, in a completely autonomous way, training activities.

From the point of view of educational methods, the virtual reality falls within the future projects involved in the delivery of the training of Formamentis that, in fact, is strongly relying on its technological growth without neglecting the attention to the personal relationship with the client. The first step was the introduction of e-learning, but the aim is to be able to customise training, by making it more and more independent from the traditional one on one lessons: also the development of an App that can integrate all training services is oriented in this same direction.

Formamentis is the place where to discover attitudes, develop potentials and increase competence. Formamentis is the place where to learn to analyse the issues in order to find solutions and optimise resources.
From Italian ports begins a transformation process for freight, containers, and vehicles, leaving space for a dynamic integration of a variety of transportation methods, by many defined as an “integrated logistics chain”. In this light, logistics services, for naval companies and large industrial groups, become an important element of competitiveness, capable of affecting strategic choices and developmental strategies. Making a difference are the avant-garde services and personalised solutions capable of guaranteeing, with one single service, the entire operative cycle from movement to storage and delivery of goods. All of this is now Trans Isole Srl, working for three generations in “opening the road to Europe” to companies who, from the South of Italia are looking to cross national borders. Working in the industry for this family of entrepreneurs began in the 1950s, when Michele Spighetto used horses to transport goods from farmers’ fields to the general market. With the foundation of the first manufacturing industries, his son, Antonio decided to give the business some structure and invested in his first vehicle, and in a few years found himself managing a fleet of 10 motor vehicles and 40 trailers. This was this beginning of a success story, which has as a fundamental step in its evolution, the conversion from motor vehicles to lorries to start to what is now the strategic goal of logistics businesses: intermodal transport. Trans Isole Srl has kept intact over the years its strong family connection, reaching the top in transport & logistics in a vast range of goods industries, special and oversize transports, Adr, and intermodal maritime transport, through to distribution of goods across Europe and services such as groupage, freight deposit and pallet management. Its strength can be seen in the name of the company: “Trans Isole”. Historically the company from Campagna always guaranteed connections with Sardegna and Sicilia, connecting the ports of Napoli, Palermo and Cagliari in partnership first with Tirrenia and now with Grimaldi Lines, who recent-
ly inaugurated a new route to Valencia and the Spanish peninsula, improving and expanding its operating radius. The services created by the company’s analysis & research team come from the know-how acquired over more than half a century of work, perfected over the last few years through the use of new generation technology, strongly geared towards environmental sustainability. Today, Trans Isole is capable of monitoring the transported product in every moment, from the first to the last mile, allowing clients to know the exact position of their shipment.

The entire fleet, made up of a very modern and efficient fleet of over 2,000 vehicles, including Lng fuelled lorries, is equipped with a tracking system constantly in connection with the operation centre in which works a multi-lingual customer services team, working to immediately resolve any problems which may arise. Foresightedness in choices, strict rules and transparency in their work have always been at the base of the entrepreneurial spirit of the Spighetto family. “Italian entrepreneurs, in addition to having a that something extra, have a sense of responsibility and create businesses that work. If today the Italian system can still take advantage of these types of people, it must be thankful to them, work side by side with them, because these are the people and families which have written the entrepreneurial history of Italia and can still provide a great contribution for the growth of the country. Those who believe in these values, creating jobs and wellbeing for others, must be given more respect.”

MICHELE SPIGHETTO AND HIS TEAM
L'AZIENDA
THE COMPANY

Casta è stata costituita nel 2005 e si è rapidamente affermata nell'industria della carpenteria meccanica, conquistando a pieno titolo i mercati internazionali, nei settori Movimentazione, Agricolo e Ferroviario.

Lean Production e Know-How
Questi i principi chiave che animano il nostro operato e che trasformano il lavoro in meritato successo.

Casta was set up in 2005 and has quickly established itself in the mechanical and metalwork fabrication becoming a strategic supplier for the international Material Handling, Agricultural and Railway sector.

Lean Production and Know-How
These are the key principles that give life to our activities and that transform work into deserved success.
There are many ways to interpret “craftsmanship”; the artistic, technical, handmade or more closely linked with design “know-how”. But all bring with them the passion for making something and for the object being made. To explain what this is all about, at Zanetto Argenti Snc - 55 years of history encompassing three generations - only a few anecdotes are suffice. Starting from the nickname given to Bernardo Zanetto, founder and highly skilled beater, called by no coincidence “manina d’oro” (little golden hand); without forgetting the passion passed on to his son Enrico, by no chance born right in 1963, the year the family business was founded; to finish with grandson Paolo, now 21, who decided to give up his Business and Economy studies to “learn grandpa’s trade” and carry on with the ancient beaters’ art. Calibrated and calculated blows with a hammer, done by expert hands, today having become an unmistakable Zanetto design object of art. “As a child, I remember that almost every evening at dinnertime - Enrico, who runs the business together with his wife Tina, tells us - my father used to put the prototype he was working on in the middle of the table to have a lengthy closer look to its lines and volumes, searching for defects and improve the overall harmony and balance. As a very small child, I looked at these objects, those newly born creatures, as if they were alive, I heard their tongues speak about pride or gentleness, and I sensed their soul. So that ever since then I have always wanted to lend life to objects; give them a soul.” In those times, in the 60’s, it was enough to make as many objects as could be stowed into the boot of the family Ford Anglia, decide whether to leave for Milano or Trieste and knock on the door of any shop, certain to return home in the evening with an empty boot and a full wallet. Today the resources to be put into marketing and communication are exorbitant. From here Zanetto’s decision to tackle foreign markets early in 1992, but at the same time also boost the domestic market, reaching out 400 sales points in Italia. The difficult years starting from 2008 then gave the necessary incentive to open up to new worlds: from hotelier objects to artistic creations (also ending up amongst the Premio Arts 2015 winners and displayed at the Triennale di Milano exhibition), to jewellery and interior design, bringing the Made in Italy taste and refinement to the world’s principal markets (currently 50 countries providing 95% of the corporate turnover).
There are certain manufacturing sectors where Italia excels for its genius and the ability of farsighted entrepreneurs who, with dedication and passion, conceive, test and finally manufacture industrial plants and machinery with one of a kind characteristics, highly competitive on the global market. Mario Rinaldi, founder of Gruppo Rinaldi Srl, is one of them. Thanks to his brilliant acumen, the Neapolitan company excels in manufacturing conveyor belts and is known and admired throughout the world for its innovation, quality and vast range of solutions in the various application fields: from automotive to food, cosmetics to pharmaceuticals, from moulding to the environmental area up to waste recycling. Its outstanding vocation towards environmental sustainability is confirmed not only by the Iso 14.001:2015, Iso 9001:2015 and Ohsas 18.001:2007 certifications, but also by decades of continual commitment to research and development in projects targeted to optimize production processes and to render them more efficient. Developing to grow: this was the inspiration that gave life to International Service and Industrial Service; two companies exclusively focused on industrial plant maintenance and spare parts service, enabling the mother company to guarantee an all-in service with extremely rapid turnarounds. The entire production process is carried out in a modern factory, in order to certify the best quality standards and guarantee maximum precision during each stage in the work process. But the real competitive value of Rinaldi Group lies in the assistance it assures to its partner enterprises, through a constant exchange of information and continual education of its own designers and technicians, always seeking highly innovative solutions. Its expansion on the European market coincides with the arrival of the second generation in the company, represented by sons Fabrizio, Davide and Gabriele who, under the founder’s direction have succeeded in retaining the family’s stability with the managerial techniques adopted by each one of them. “Evolution, investments and diversification. These are the key words - says Mario Rinaldi with emphasis - that will increasingly distinguish us in the future, treasuring our past.”

Solid roots, global vision

Gruppo Rinaldi, know-how and competence enhanced by field experience
Safety, innovation and environmental awareness: these are the key words to describe Cad Srl, active for over 35 years in manufacturing special products for the building industry. In the era of energy upgrading in private and public properties, the shrewdest move to valorize the building stock is to use highly innovative materials in relation to safety and aesthetics, heat and acoustic insulation, waterproofing, protection from fire and resistance to seismic action. Cad products satisfy all these characteristics, demonstrating their superior quality once used. We have entered the ecosustainable building industry era and Cad is all ready to play a leading part in it. “Today, the market no longer demands just a simple material supplier - points out sole director Antonio Argiento - but rather a partner able to guarantee all-in services, be they for public or industrial buildings, houses or commercial premises.” The company has extensively innovated its managerial models over the years, applying rules, regulations and principles affording complete control over the various steps in production. Product verification is guaranteed and substantiated by tests conducted in specialized laboratories as well as by quality certifications conforming to the strictest European directives.

“Improving the quality of life is an inspirational principle daily applied and accomplished in our products.” Amongst those mainly correspondent to a sector in great evolution, is RK 40 Therm, a plaster smoother used to level out irregular surfaces up to 3 mm thick, both for interiors and exteriors of buildings and especially “Rasoseta”, a pre-mixed plaster smoother that does not leave stains, is white in colour and donates style and elegance to every wall. “We have over 100 highly innovative and competitive products for the building industry, of old and next generation. But the core product is always Rasoseta, result of research conducted in our R&S laboratory - Antonio Argiento explains -. A high-tech product able to convey the typical delicacy of silk to the touch.”
Dental care without borders

In Nova Gorica, in Slovenia, the mouth’s well-being ...from A to Z

It doesn’t often happen that children follow in the footsteps of their parents, but an exception that proves the rule does exist, and it takes us to Slovenia, to Nova Gorica, to Dr. Darij Novak’s Dental and Oral Surgery Clinic. This business started from Idrija, embracing a long family tradition. In 1995, after having specialized in maxillofacial surgery, Dr. Novak decided to move to Nova Gorica and open up a new dentist’s office. This town is in a strategic position on the border with Italia, and is easy to reach both for Slovenian and Italian patients. Over time, his dentist office expanded to meet request, and became a real clinic for oral well-being, so much so that the staff now numbers eight members, and provides a complete service in the field of the entire masticatory apparatus. The offering ranges from oral hygiene to conservative dentistry, from dentures to esthetic orthodontics, to treatment with diode lasers, periodontal surgery, and implantology. In recent years, the oral surgery section has concentrated to an ever more meticulous degree on implant treatments for its patients and on the necessary surgical preparation for the insertion of implants. Collaboration with the best specialists, along with latest generation equipment, allows for the resolution of even the most complex cases, with the possibility of the most ample choice between the various methods, both European and American. Recently the clinic has also installed a new dental technician lab, while in Šempeter - thanks to a convention with the local health service - the work of the two detached dentist offices continues with success.

Dr. Novak feels that it is very important to give out correct information on oral hygiene and, in addition to consultation tied to each single need of his patients, he has, for some time now, supported the National Day for Surgical Checks to prevent serious diseases of the maxillofacial apparatus.

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The high pervasiveness of connections and simultaneous diffusion of Wi-Fi systems have enabled anyone, from anywhere, to navigate more rapidly and take advantage of services connected to the Network. To support the great number of users to the best, state-of-the-art enterprises have been created which contributed towards bridging the infrastructural gap, from the IT point of view, experienced by several areas in our Fair Country as compared to more modernized districts. This is the case of Cilento, a pearl of a landscape in the Salerno area with a highly developed tourism vocation from where today a wideband network leaves and branches out all around Italia, thanks to the enterprising spirit and foresight of Rosario Pingaro, founder of Convergenza Spa - enabling rapid connection to efficient highly innovative services. “We began with the first diversification in 2015. After Internet and voice, we offered ourselves as traders on the energy and natural gas market and, in a very short time, experimenting innovative forms of cross-selling, our Business Unit Energia became an important part of corporate growth together with Teledo.” Today the company is able to offer its customers the best rapid access solution, reaching their homes with the fibre. Planning and design, research and continual education: on these three cornerstones Convergenza Spa has invested to innovate itself and compete, pursuing a business model inspired by green practices, using 100% renewable energy resources. The Company’s ecological heart, based in Capaccio Paestum, is enclosed in the Evo, Electric Vehicle Only project, a network of small columns to electrically recharge motor cars and incentivize sustainable mobility: thanks to a Hotspot connection installed in the column, a simple immediate activation is possible via smartphone. “It is our first patient, a perfect affinity between technological innovation and environmental sustainability.” Next challenge: 5G technology: “With our fibre - concludes Rosario Pingaro - Cilento is ready to accommodate a highly efficient 5G network. This implies greater competitiveness, greater attractiveness, therefore a better economic performance for the entire area.”

Convergenze: next generation digital services in the pipeline, too
Bergamo and its hinterland in the world

Communication project by Luca Rapetti

Towards new horizons

Bergamo and its hinterland take flight, thanks to the expansion and vision of the Caravaggio airport, the third largest in the country
The area surrounding Bergamo is well known because of its industry, representing 53% of overall businesses; within that its most important sector is construction (15%), followed by mechanics, textiles, clothing, and chemical-plastics. The tertiary industry holds 44% of the provincial economy, while agricultural activity is no higher than 3%. And exports? This is an activity which is among the top four areas at a national level, thanks to an industrial system focusing on internationalisation. Bergamo is, in surface area, the fourth largest province of Lombardia: bordered by two rivers, the Oglio to the east, the Adda to the west - and bordered to the north by the Alpi Orobie, it opens towards the open plains to the south, in a well-organized space. In particular, around the A4 motorway, there is an ellipse which is home to two thirds of the regional population and a number of local businesses. At the centre of everything is the international airport of Milano Bergamo, the airport with the name of Caravaggio, allowing Bergamo, its hinterland, and the surrounding provinces to open out towards Europe and the rest of the world. A layover that is testimony to the blossoming economy of this area, as it gives work to 9,000 employees directly tied to activities inherent to the airport, as well as indirect partnerships. Considering the satellite activities, the Caravaggio gives work to 24,000 people, for an economic value of a billion euros a year, equivalent to 8% of the Gdp of Bergamo area. 16 July 1970 was the date of the constitution of the joint stock company of Sacbo (acronym for Company for the civil airport of Bergamo - Orio al Serio), as told to us by Roberto Bruni, president of Sacbo and mayor of Bergamo from 2004 to 2009, a man who is an integral part of this land and full of knowledge on this province.
Bergamo and its hinterland in the world

Interview with the president of Sacbo, Roberto Bruni

“Initially, this was a military airport, but afterwards, the big entrepreneurs in Bergamo saw the need to equip themselves with a structure like the current airport, which was founded on the initiative of public and private partners. The infrastructure opened to civilian air traffic on 20 March 1972: the evening of that day there arrived from Roma Ciampino a DC9, Itavia, which on the next morning, took off to return to the airport in the capital, inaugurating airline travel for this area.”

Today, with 13 million passengers a year transiting through what is now the third largest facility after Fiumicino and Malpensa, the growth of Milano Bergamo is continuous and unstoppable.

“No other fundamental year for this airport was 2002, when the historical president of Sacbo, Ilario Testa, decided to take a gamble on low cost flights, and found the right time when this was taking off at a global level, the benefits of which are still affecting the entire area.” Important for the evolution of the airport is also “courier” traffic, strategic for logistics tied to the exports and imports of the entire region.

“From the Two Thousands onwards, the low-cost characteristics of our airport model have been reinforced. In addition to Ryanair, there are other airlines who have opened low cost flights outside of the Schengen area. For example, WizzAir with its flights towards Eastern Europe, as well as Moscow and Saint Petersburg, while Pegasus in addition to its traditional destinations in Turkey, is pushing out towards the Persian Gulf and Dubai” explains Roberto Bruni.

But what is the distinctive trait of the Caravaggio airport compared to other airports in Lombardia? “Its user-friendly size, the direct and friendly relationship with its users, and the fact that it hasn’t become gigantic.”

Indeed, the airport is well known for its accessibility, times for boarding and disembarking are reduced and operational efficiency in general does not go unnoticed. And the Caravaggio also has the cultural merit of having opened up to globalization the local attitude, which is very hard-working, but a bit narrow minded of the Bergamo population. The board of directors of Sacbo has recently approved the masterplan, previously approved from a technical aspect by Enac, and currently under examination by the Ministry of the Environment, initiating plans for the expansion of the airport both eastwards and westwards, with 11 new gates, the same number of conveyor belts for luggage, and a new VIP room.

“There will also be a distinct separation between the cargo and passenger areas, and a road to the eastern terminal will be added” specifies the president. But that is not everything. In the airport development program there is also an item entitled “railway connection”, with the addition of new infrastructure in the biennial program of the Ferrovie dello Stato, not only to connect the airport with the city of Bergamo, but also with Milano and the rest of Italy.

“Orio should become the main station for all trains in arrival, including regional ones, for a fast and easy connection with Milano in particular” concludes Roberto Bruni. ■
High technological profile, intense research and development activity, know-how taking root in the seventies: this is how Prefabbricati Moioli presents itself, an enterprise founded by the family bearing the same name: brothers Giuseppe, Antonio, Mario, Giovanni and Pietro, the latter still at the helm of the business together with the second generation, Fabio, Gianfranco, Chiara, Anna and Piera. “We are specialized in constructing industrial, logistics, multi-floor shopping centres and scholastic buildings and offer our customers a vast choice of prefabricated products, used to accomplish the project and most appropriate for each single need”, point out the owners. And the very fact of having such a large choice of product typologies is one of the strongest points at the company centred in the Bergamo area: “The roof of a building can be built in ten ways, just to make an example, and we actually produce as many as eight of them, adapting ourselves to the customer’s personal requirements”, says Pietro Moioli with emphasis. Even during the period of crisis, from 2010-2011, Prefabbricati Moioli had substantially invested a lot in new industrial systems, renewing its stock of machinery. A decision that amply rewarded the enterprise, with a turnover continually growing in the latter half a decade, as far as to mark up a + 59% in 2017 as against the previous year and with a further increase forecast for 2018. The business, serving Northern Italy and Switzerland, counts on a team that works well together, comprising around 50 in-house collaborators and the same number from outside. “We educate the human resources on the premises to assure our workers with the maximum standard of qualification. Where possible we make ample use of ecological materials for our prefabricated products, all of top quality”, point out the owners. Apart from its all-round advisory service and technological assistance, the customers notice those intangible values, handed down from one generation to the next: “The will to do, typical of the Bergamo district, reliability and honesty are part of our DNA, as well as tolerance, which until now has enabled us to also freely make even the hardest decisions, all together. “A valued added we shall also stand guard to in future” concludes Gianfranco Moioli.
New avant-garde machines are born because new needs arise, prototypes at our company are on every day’s agenda. Clients choose us for our know-how, whose roots go down to the sixties, and which easily lends itself to the ‘magic’ word which has always guided our operations, and namely ‘innovation.’ This is how they begin, Flavio Cattini as the founder and president, and Sergio Gori, Ceo of FKgroup, the industrial leader in the creation of cutting and spreading machines for the textile sector for clothing and composites. The group is a benchmark company for the sector thanks to some milestones which have made it famous in the world. Like the first fabric spreading machine with electro-mechanical parts, the Caron, created by Cattini, that started his business in 1961, or in the nineties when it began the production of automatic conveyor cutting machines with the “TP-3002” model. “Still today, after 30 years, many of these machines are still in operation at our clients! In this period, with our ‘Billardo’ model, we even made cutting machines for a fixed workbench, ideal for small to medium-sized companies operating in reduced spaces”, Flavio Cattini explains. His philosophy has always
been that of “supplying a machine to everyone”, from the big groups to the small third-party providers. In 2007, another turning point came for this historic company oriented towards the future with the entrance into the company of Sergio Gori (who had already been a co-founder of Investronica Italia in 1984) and with the launching of new spreading and automatic cutting machines. In particular, all of the cutting machines use filters from the automobile sector with Iso 5011 certification. “And we didn’t stop here. We even created specific machines for the big Asian producers and equipment for the cutting sectors with composite materials and Kevlar.”

“Today FKgroup still focuses on total quality. In 2017, TÜV SUD certified our production processes with Iso 9001-2015, while in 2018 the same entity awarded our cutting machines the ‘A+ Gold’ MEP - Machine Energy Protocol, with Idcl 100 at 5.9 KW. This means that our consumption was four times less than that of our competitors”, declares Sergio Gori. And also in 2017 Cerved Rating gave FKgroup a Public Rating of B1.1. Also working in the company is Paolo Cattini, the son of the founder, who is director of operations. New things don’t scare him, on the contrary, they are propulsive force. “If you love your work, you must ask yourself some questions”, affirms Flavio Cattini with conviction. In far off 1985, during a trip to Japan, he was struck by the Toyota Way and lean production which minimized waste to the point of eliminating it, a philosophy that he has always applied to his company. FKgroup has begun a phase of investment oriented towards internationalization. “We have added three production areas in Osio, in addition to renovating our factory in Dalmine. Upon entrance in the company structure of the Californian PGM System Inc, we have reinforced the synergies between our offices in Shanghai and Fuzhou (PRC) in addition to the one in Temple City (USA). And last but not least, we have begun to open a branch in Mulhouse (F)“, adds Gori.

Further added value at FKgroup comes from its ability to rapidly resolve technological production problems, install systems for the automatic cutting and spreading of fabric anywhere in the world, guarantee a widespread post-sales assistance, and supply necessary applicative software to be used from styling to the design of models.

“Even in the future, we will continue with our remarkable ability to adapt to sudden needs of the market”, concludes the president.
A turnover with a 10% growth rate over the last two years and 70% of the world market covered: these are the first pieces of data provided by Franco Ballabio, Ceo of Comi Spa Group, a leader in the creation of cutting-edge thermo-forming machines, with a focus on the refrigerator industry since 1973. The company includes a group of companies complementary to the holding, acquired over the years, to offer global customers a complete all-round service. “Comi offers the best Made in Italy technology to customers, with thicknesses and machine quality that our competitors cannot guarantee. Not only in the refrigerator sector, but also, for example, in automotive work centres, in the field of milling, all sectors in which we are growing with major projects. On the other hand, thanks to the extensive range of its own products, Comi is a partner able to offer projects to complex sectors su-
“ch as aerospace” explains Ballabio. The turnkey service, that is assuring customers not only the supply of a machine but a high performance production solution in all working conditions, has always been a cornerstone for the Bergamo company, which has 200 employees, turnover forecast for 2019 at 50 million euro, 95% generated by foreign markets, and a constant 3% investment in R&D. “In terms of research and innovation, we have sold a laboratory press in China to a university that develops composite materials for the automotive industry, ushering in a fruitful collaboration. But our planning in this period covers various fronts: we have purchased 35,000 square metres of land for the new headquarters that we intend to make operational in 2021: it will be a hub split into divisions, which will bring together production and offices.” The company has recently acquired a business in Portogruaro that manufactures sheet metal working machines for refrigerators and the household electrical appliances sector in general. In addition to the bases in Zingonia, Levate and Vigevano, last July, Comi opened an office in Dubai where eight people are involved in the buying and selling of machine tools for the Middle East and Europe and four people in charge of post sales. “Dubai is a focal point for the development of the group’s technical support, it is at the centre of the world, between the USA, Europe and Asia with excellent airport connections” explains Ballabio. But that’s not all: Comi is about to open an additional sales office in Qingdao, China, so business opportunities are shifting more and more to the East. “In addition, for about a year and a half now we have been selling injection moulding machines for the thermoplastic sector and injection moulding for the rubber sector, two very different segments to our core business, where we are receiving good feedback. This diversification is starting from Italy, but we plan to push ourselves first in Europe, then in the Middle East.” To help Franco Ballabio in this demanding expansion, diversification and focus on the future, there is the new general manager, Giovanni Nozza, who has been at the company since the start of July. “Together with Michele Domenghini, who recently joined the board of directors, we will also face increasingly competitive international markets that require the highest levels of corporate expertise. However, the harmony of the team in Comi has always been a strong point and, with the right people, we could even achieve more ambitious goals, of course always focusing on the excellence of Made in Italy” concludes Ballabio.
Not simple products, but life-saving solutions that protect workers. This is the core business at Somain Italia. Somain’s systems for protecting the safety of workers working at heights or in confined environments obtain the applause of a demanding market that is ever more complex. The intense entrepreneurial route that this young company undertook is told directly by Simone Cornali, the enterprising CEO and president of this company from Brembate di Sopra. “I began my professional career in 1998, working alongside my father and my brother, in the family’s tool-making company. I expanded my know-how related to life lines to the furthest extent, then enlarged on it by adding fall-arrest systems. After this, I decided to follow my dream to become a leading company on the Italian and international market, which took me in 2006 into creating a new company.”

From the very beginning, Somain Italia chose to differentiate itself on the market by proposing innovative fall-arrest solutions that were technically impeccable and with customized characteristics for each single project. This choice was recognized and awarded by the market, leading the company into explosive growth and a series of ambitious milestones were achieved one after the other.

“In 2006, my company had three employees, and we worked from a sea container, as our office. In 2011, there were 21 of us, and we inaugurated a new headquarters on 3,500 sq. meters of roofed space. Earnings went from 700,000 euros to 7 million,” Cornali continues.

Starting from the construction market - now run by trusted partners - in 2011 Somain Italia turned its gaze to the industrial. At this historic moment, Genesi by Somain Italia was born. A new brand and a new vision whose goal was to satisfy needs tied both to fall-arrest as to safety in confined environments.

“Somain Italia grasped the possibility of growing in the industrial market by setting up a team of highly qualified professionals.”

In 2013, this dynamic company affronted another challenge. Somain Italia obtained the European exclusive for Xtripa, an international brand of reference at world level for solutions tied to safety in confined quarters or those with suspected pollution, such as silos, cisterns, or depuration tanks. “The insertion of this line of products is the confirmation of our natural vocation for excellence. It represents the
completion of an offering which has allowed Somain Italia to confidently face yet another stage of growth, with the goal being to play an important role on the international market”, affirms Simone Cornali.
Somain Italia today is the leader in Italy in its sector. It proposes a complete range of offerings between its services and solutions making it a single point of reference for the client to satisfy all needs tied to the protection of workers at heights or inside confined spaces, both for civil and industrial settings.
Somain Italia develops customized solutions for each single project, to which it adds digital management systems like “Planet”, which guarantees a dialogue in real time with systems, even those on more than one sites at the same time.
Somain has ended the last three years with a +44% increase in earnings, and foresees a 22% increase for 2018 on 2017. And it is quickly acquiring an area of 3,000 sq. meters in Brembate di Sopra, to shorten production lines yet further by becoming a total manufacturer, with Industry 4.0 machinery.
“It was almost natural to choose Simone Moro, a friend and a legendary mountaineer from Bergamo, as testimonial for our company. Simone is a man with a history, and his endeavors perfectly express the tension in a challenge, and the importance of teamwork in successfully reaching one’s goal, with a team of people who pursue common goals moving in solid and close-knit way. I really like to talk about the importance of my team, a fundamental pillar of Somain Italia’s success. This is the reason that makes me constantly invest in the training of personnel”, concludes the president.
A turnover for F.lli Santini of around 100 million euro between headquarters and branches and a steady growth of 10% a year, supported by a dynamic and close-knit team of 180 people, including direct and indirect collaborators.

At the head of this intense fruit and vegetable trade, there is the Santini family, who directs the enterprise with resourcefulness and enthusiasm, and which has overcome even hard times with tenacity and courage.

Founded in the early sixties by Giuseppe Santini, the company started with the marketing of bananas, which at the time was an exotic fruit of excellence, of which it became a regional leader; today the company distribute a wide range of fruit and vegetables from all over the world. Already in those years the Santini family opened what would become the largest stand in the fruit and vegetable market of Bergamo, a business that has never left. From 1982 to 1985 the second generation of the family entered the company, Carlo, Alessandro and Luigi Santini, who transformed the company into a joint stock SpA.

“In 2002 another change took place - says Alessandro Santini -. In that year we started to supply the lar-
ge-scale retail trade and we created Flli Santini srl to better serve this sector. In 2012, we built a platform on an area of about 20,000 square metres in Azzano San Paolo destined for 50% for the ripening of bananas and for 50% for the cold storage of all kinds of fruit and vegetables for the large-scale retail trade. "Today Flli Santini is the largest Italian centre of maturation, assuming a position of leadership in the world of large-scale retail trade, without however having abandoned the old passion for the showcase stands on the markets which it owns in Bergamo, Milano and Verona. Today the third generation is also active in the company, represented by Giuseppe, Fabio, Cristian and Carol, in the name of continuity and passion for the trade. "Always for the large-scale retail trade, we aim to organise agricultural productions with fruit and vegetable delivery centres for our Santini brand platform to guarantee the highest quality of products to customers. We have also started a division to export the product, with a team of five resources dedicated to the internationalisation process", underlines Alessandro Santini. Among the flagships of the company from Bergamo, there is the distribution of exotic fruit transferred by air, matured in the tree and brought directly in business class on the tables of Italian customers, which currently is valued 10% of turnover. The company of Azzano San Paolo also has a branch in Montecchia di Crosara (Vicenza) in the "valley of the cherries" and produces, with its own brand, La Dolcemora, extra quality cherries destined for the large-scale retail trade and Horeca channels. With the Esmeralda brand, instead, Flli Santini offers to markets dried fruit, both shell and unshelled, even in single-dose bags, while for 2019, it proposes to present a special packaging dedicated to single-portion fruit, recyclable and intended to produce, after use, plastic bottles.

"In fact, our company has always been sustainable: all our vehicles are euro 6, we have a photovoltaic system and a trigeneration system to reduce polluting emissions in the atmosphere", says Santini. At the base of this flourishing evolving business there are intangible values - honesty, resourcefulness, the will to do - that have supported the family even in difficult moments. "Our transparency and irreproachability - concludes Alessandro Santini - sometimes clashed with a non-virtuous system of credit management, where the state does not help entrepreneurs. A circumstance that sometimes led us to trust the wrong people in total good faith and then be falsely accused of misconduct. Not for nothing ... Good fruit, remains good! As good people remain as such."
They often go unnoticed, but this is just where their value and quality lie: exalting the piece of clothing or the object they support or protecting it without overshadowing and diminishing it. They are the plastic shapes for display, that is the various forms of hangers - and the solutions against shoplifting, along with other valuable products that today characterise the productions of Plasti-Max, the Italian company that, this year, has reached its 60 years of activity continuing to make innovation, research and design in such a peculiar field. “Just think that behind a hanger for underclothing there can be dozens of prototypes created to find the most suitable and functional system to meet the client’s needs”, Arnaldo Mazzucchelli says, founder and president of the company. So the entrepreneur takes the interlocutor inside the world of Plasti-Max, just the brand that in the seventies invented the hanger for underclothing, urged by a commercial brand that wanted to make the purchase easier by immediately showing the product to the client and avoid to use the carton box from which they had to take the product out that will be then introduced in that same box with some difficulties. For the underwear sector, the one of prestigious clothing, the hanger is meant for making the differen-
ce, just as the magnetic solutions, with no screws, against shoplifting, placed on various items. Plasti-Max focused on such an aspect, studying solutions that "can seem anonymous, but that are elegant, distinctive and are the fruit of know-how and much technology". The founder Arnaldo, aged 86, still active in the company as president, is supported within the enterprise by Maddalena, financial director, her sister Rossana for the commercial part and her brother Corrado, technical and production manager. However, the third generation is about to be involved and is now represented by two members joining the company. A sign for the future that the enterprise also plays with the expansion towards foreign markets. "We opened a trading with 100% Plasti-Max capital in China - the financial manager explains - to meet at best the needs of the European brands manufacturing in China that have the necessity to rely on the same design, quality and technology of our Italian production. Such an action is meant to strengthen our foreign turnover that now accounts for 30% of the total. Moreover, the company is always active in trying to answer, in an innovative way, to the questions made by clients, varying from context to context and from year to year, following the evolutions of the market. A spirit of innovation that is told, on the other hand, by the various models of design and patents registered over the years that are included the company asset and by a history of evolution and change of the objects produced. Plasti-Max was born, in fact, producing shirt buttons and then widened its interests - in the sixties - to plastic stick for shirt necks and shirt seals. In the seventies, they started the production of hangers for underwear (invented for women's panties), fashion accessories and plastic containers. In more recent years, a new interest has been added to the others, that is the one for plastic safety systems, from those meant for razor blades, razors, printer cartridges to the most comprehensive range of glass protection systems. In Plasti-Max, the research is dedicated not only to products, but also to the raw material, plastics, with the commitment of being an increasingly eco-compatible company, also for the production systems of the used energy, contributing to a sustainable economy."
As soon as you enter NTS Spa, a leader in the production of moulds and in the moulding of plastic materials, you sense enthusiasm and dedication, together with an irresistible desire to take up any whatsoever challenge to achieve new goals. On the other hand the NTS payoff is more than eloquent: ‘Beyond Moulding’, overpassing the limits going beyond just moulding, as Marco Manzoni, vice president and strategy manager, explains to us: “2017 was a year of change: in the name, logo and website, to better communicate a certain type of innovation exemplifying a business model focused on an all-round service. We have always been technically at our customer’s
side to satisfy any project. Quality of product and application of the zero defect principle are certainly essential, but a rapid response, incessant R&D, cohesion and continuity with the past also count.” NTS is effectively an enterprise of long standing, founded in 1959 by Alessandro Manzoni, uncommonly courageous and long-sighted, and growing over the years, particularly in foreign markets that today generate approximately 50% of the turnover. Both the founder’s daughter Marinella, currently president and managing director, as well as the third generation represented by Marco Manzoni, his brother Alessandro and cousin Ombretta, hold on tight the family values also shared by Operations Manager Fabio Daminelli and the entire management. Apart from the centrality of innovation for which 7% is invested in R&D, the importance of relationship stands out from amongst the corporate principles. In the first place amongst employees, thereafter with supply contractors, collaborators and naturally customers. “With the contribution of qualified coaches we aim at improving our communicative approach, both internally with our colleagues as well as externally with the other stakeholders and, faced with differing customer typologies, we change our service modality. To our mind, relationships are what create corporate quality. If you take heed of people’s explanations the piece produced is bound to be better.” A concept amongst others also linked with corporate welfare, internships in schools for young students, development in specific skills by some of the operators who work with machines and robots and who, from workers assigned to heavy jobs, are little by little transforming themselves into qualified workers and also programmers. “Robots do not rob the personnel of their job, but actually optimize it, making it more fluid, safer and less heavy. We educate the employees to develop the competences needed to adapt themselves to these continual changes, not only technological but also relational.” But it doesn’t finish here. NTS also participates to the United Nations Global Compact, a project to encourage enterprises around the world to adopt sustainable policies, fostering the enterprise’s social responsibility and rendering public the results of actions undertaken.

For example in the case of NTS, it features projects for human resource management, enterprise governance, reduced energy requirements, long-term vision and courage to be different, affording the Company substantial development which, we would recall, has two centres: the Italian one in Lalilio (Bergamo) focused on cutting edge solutions devised with the aid of robots and vision systems, and the one located in Romania, labour-intensive with numerous workers for the more traditional applications. “Thanks to the two centres we are able to offer various types of service, one in a lower price bracket and the other with a higher added value”, points out Marco Manzoni. NTS represents a business model exuding the dynamism of a young constructive entrepreneurship, wanting to share strategies and results with its collaborators and also be competitive on domestic and international markets for the next sixty years. ■
We have always guaranteed customers a complete and reliable service, carried out with passion, energy and maximum professionalism. What makes us different is the desire to innovate and continuously improve. We have a genuine and trusting partnership with our customers. And our customers are not just any old companies: right from day one on this entrepreneurial venture, we have chosen to collaborate with well-structured and organised groups, big names in the concrete sector.” This is how it all began for Simona Bianchi and Livio Betelli, at the helm of Tecno-Beton, founded in 1983 as an installer and tester of concrete mixing plants, which in 2000 became a design and construction company of the plants themselves, implemented with high added value technical solutions, often made to measure. “We are one of the few to use, for example, vertical augers to reduce space on construction sites, as well as solutions for the washing of concrete mixers. These are alternative and cutting-edge products designed to achieve optimal maintenance. Our automatic washing systems don’t require any operator intervention, thus guaranteeing greater safety, functionality and savings.” These solutions have been designed by Livio Betelli, and are the result of years and years of practical observations, experience and know-how. In addition to the wide range of plant proposals in the concrete sector, since last year Tecno-Beton has offered customers an even more complete service, which runs from extraction to the finished product. How? Thanks to the expansion of the quarrying sector: with this sector and, above all, as a result of a skilled and trained team, the company develops and can offer an entire range of solutions from quarry to concrete mixing in collaboration with experts in the field and thanks to the constant exchange of information and discussions with customers and construction sites in assessing production needs. The construction of premix, crushing and inert selection and washing plants were added to Tecno-Beton’s core business - thanks to which the Bergamo-based company has managed to win over important customers such as Mapei and Laterlite and Gras Calce. Tecno-Beton is also involved in part of the devices mounted on dredgers in Italia, in the area of underwater excavation, through the sale of dredgers from the German company Bohr Bagger. It has also recently signed an agreement with the American multinational Astec for the distribution of its crushing machines in Italia. “This strategy of diversifying and expanding our services has made it possible for us to dramatically
increase our turnover”, point out the owners. Tecno-Beton has offered the guarantee of Uni En Iso quality certifications since 2000. “We have always striven to achieve a quality product and service: over the years we have obtained and implemented the quality management system certifications in the sectors of Ae 18 engineering, Ae 17 construction and EA 28 for installation on site.” Annual investment in research and development, corporate training, respect for the environment, health and safety management and constant technological updating of our machines have all allowed the company to always achieve its quality targets. “By operating continuously in compliance with our organisational model, we guarantee that our customers collaborate fully alongside us in upholding sustainability”, adds Livio Betelli. Choosing a Tecno-Beton plant means obtaining efficiency, together with a valuable and long-lasting partnership. ■
Experience ... enclosed in a box!

Open Imballaggi is the partner for the customised creation of corrugated cardboard packaging

Experience that dates back to the beginning of the twentieth century and that intertwines with more recent history, focused on industry 4.0 and looking to the future. But let’s take a step back. “It all started with my father, Giovanni Marsetti, who produced flat cardboard boxes for buttons. In the fifties he started making bigger boxes for blankets and nightwear”. So tells Guido Marsetti, sole director and owner of Open Imballaggi, a company specialising in the production of corrugated cardboard packaging. “Actually, before this company there was another one, which I founded in 1969: Cartoscatola. Open Imballaggi was established in Gorlago in 1988, following a marked increase in the demand for corrugated cardboard packaging.” But it was in 1998 that the current headquarters in Calcinate became operational; it is three times larger than the previous one, covering an area of 44,000 square metres, 21,500 of which are covered. Just this year, the company has invested 7.5 million euro for the expansion of the production side and warehouses. The installation of the new 4.0-oriented 6-colour rotary die cutter is the big news that drives the entire team of Open Imballagi, ready for further development in the company. “The Bobst Dro 1628 Ntsr, the name of the new machine, will be tested by our technicians until the end of November. Once training is finished, the machine will be put into operation allowing us to produce packaging aimed not only at protecting products, but also presenting them. We will therefore also focus on aesthetics, bearing in mind that the print guaranteed by the new purchase is ultra high definition”, explains Marsetti. But that’s not all. Calcinate’s list of projects includes the production of primary packaging suitable for contact with food. “An operation not yet completed, but in the process of completion”, the director points out. Open Imballaggi has 65 employees, 6 production lines, a turnover of 26 million euro and an average annual growth of 10%. The company has obtained Iso 9001 certification and its products have Fsc certification, the brand that identifies products originating from wood coming from forests managed in compliance with environmental, social and economic standards. Its packaging is used in a wide range of sectors, mainly in Italia: from early childhood to logistics, from seals to food. “We guarantee a high quality not only of the product, but of the service: customers turn to us starting from the design of the most suitable solution to contain their product, right up to delivery. We are also known for the punctuality and speed in dispatching orders”, underlines Marsetti. One of Open Imballaggi’s flagships is its specialised technical office, which uses plotters and pcs with Cad design, to provide a complete engineering and prototyping service. The instrumentation and the expertise of reliable suppliers allow us to offer customers the graphic design of the solution. The laboratory is also state of the art and allows us to monitor the quality of raw materials and finished products. “Our motto is: ‘Problems? Let’s talk about them!’. Also in the future we will propose ourselves as a partner for our clients: packaging for them must always be a resource, never a problem and we are available to provide any type of solution”, concludes Marsetti.
A small size company, overflowing with creativity. Schlingentex is a factory where work is done in silence, among the great looms equipped with ladderproof technology for technical fabrics and sponge, which “doesn’t rip” because it is made using a snag free technique. A business guaranteeing the best of Made in Italy, made of patents and performing solutions by the Ceo, Agostino Torri, who manages with enthusiasm, together with his daughter, Chiara, and his wife, a brand specialised in the design and manufacture of sponge textiles and technical fabrics for leaders in the industries of cleaning, industrial washing, wholesalers, garment makers, hotels, and wellness centres. “Founded in ’94, our business was born through the sabotage of the looms which we had pulled out of a legal agreement with those who, probably, did not desire us to undertake this entrepreneurial path. This fact taught us not to give up in the face of difficulty! Today, using technologically advanced looms - to which we have made important modifications - we are able to noticeably diversify our production, developing innovative products” says Torri. An example is the transformation of the open strings of the classic mop made of assembled braided microfiber strings which, in addition to guaranteeing excellent cleanliness, can also be washed innumerable times in the washing machine without being ruined. “We have always selected our clients by opting for the best in the fields of home and industrial cleaning, in line with our professional ethics. The next step is to commercialise our products with superior performance compared to those currently available on the market - declares Chiara Torri -. We want to develop our e-commerce in order to promote our ‘wellness’ range for personal care with fabric products, sewn and dyed in Italia, communicating the value of what we create: from studies, to samples, test runs with clients, through to test dyeing in the dyeing plant. The company is made up of people, today we wouldn’t be what we are without our amazing work team.” The company’s human resources are highly specialised and fundamental: it is necessary to undergo a year of training on the loom in order to learn how to work the machine and to thread by hand 4 combs, six-thousand strands. In addition, in Schlingentex they reduce waste of thread by recycling discarded items during processing, these are reused to create new thread to use for other products in the light of circular and sustainable production. All phases of manufacturing are carried out on site, from design to production. And even for the future there are two key words: real quality and innovation.
Memorable elegance

The total look of Invidia wins over the public, starting with their welcome to the store

A modern building, bright, colourful, and functional, home to the managerial offices, the showroom, and logistics hub. This is the site of Invidia, a fashion brand which came onto the market in 2003 with the opening of the first of their over 50 sales points, but whose history goes far back into the past. “The company was founded in 1973 by my father, Gianpaolo, and my uncle, Alessandro. In the beginning, they only made men's shirts, which are still today our main product. Over the years, in addition to shirt making there was also the addition of men’s and women’s fashion, for a contemporary total look, with an excellent price-quality ratio”. So begins Luca Valoti, ceo of Invidia, and the second generation running this business with its efficient retail network both of single brand shops and franchises, located mostly in Italia and Eastern Europe, with a turnover which has shown a yearly growth of 10%. What is the secret of Invidia’s continuing growth? “We are ‘obsessed with our client’ - explains Valoti - We wish, more than any other thing, to make their buying experience an incredible one. This is why it must be impeccable and repeatable. To this end, we work very hard on our service inside our sales points, from the welcome to the goodbye. Training our floor staff in the shop plays a key role, and the courses we offer our employees are many, like, for example, the six day course called ‘Invidia meets the theatre’, in which employees were taught to interpret an authentic and responsible role.” Client care is also continued through the many after-sales surveys, sounding out in depth their level of satisfaction with the store. Another cornerstone is quality, which has always been present in Invidia clothing, together with a good price, to keep client business in the long term. Together with the brick and mortar stores is the e-commerce platform, in order to most effectively integrate all sales channels. “In addition to our sales points - concludes Valoti - there remains our added value and we are always looking to welcome new partners to expand our franchising network. In addition, our assortment will become even better stocked because we have recently added a line of undergarments for men and are about to launch a scent for Men.”

LUCA VALOTI

Memorable elegance
assembly and testing
solutions made in Italy
since 1982 all over the world

ball valves  fittings  faucets  automotive
Castings of stainless steel, special alloys and carbon steel in numerous shapes for all the industrial applications requiring semifinished products derived from fusion. A production personalized to customer’s design, particularly focused on the Oil&Gas sector and fluid dynamics industry: this is the core business at Fonderia Augusta, an enterprise having always been run by the Bettoni family and recently joined by the third generation.

“We have been in Italia since 1970, from when our father returned from Chile, where he had started up another foundry in the 50’s. Since then we have been focused on producing small-sized series of steel castings, meeting with the more specific requirements, with castings only weighing 1 kilo, up to 2,500 kg” as brothers Dario, Ede, Flavio and Renato Bettoni, who run the enterprise, tell us.

Quality, rapid delivery and an exceptional variety of products: these are Fonderia Augusta’s distinctive traits, enabling them to collect a vast loyal clientele. Certified with Iso 9001 right from distant 2002, the foundry is about to acquire the new environment-related Iso 14001 and the new Iso 45001:2018 for Occupational health and safety management. “We have invested in reducing emissions and in the quality of the workplace: thanks to an automatic line moving along the mould boxes with underground store, castings are cooled down at a distance from the work stations, all equipped with aspiration systems. Our premises are spacious and full of light, a long way from the idea of a foundry with a gloomy atmosphere” Ede Bettoni explains. It is no wonder that the enterprise based in Costa di Mezzate was invited by the American Sfsa Steel Founders’ Society of America to describe the organization of its industrial plants, as a virtuous model. Flavio Bettoni adds: “We are going through a stage of radical change: on the one side we must educate new generations on production to replace those with years of experience going into retirement, on the other we are working to satisfy demands from an increasingly challenging market.” To expand its presence on the market, after Castforge18 at Stuttgart, in 2019 Fonderia Augusta will be participating with a stand to Ivs (International Valve Summit), an international event for industrial valve technologies and flow control solutions.
Fluoropolymer coatings. Innovation. The future. These are the key words that describe Diflon Technology, that for over forty years now has been the supplier to the leading groups and companies in the sector - such as Eni and Gruppo Solvay. Diflon Technology offers its services to over 1,500 clients across the world, proposing innovative technical solutions for anti-acid coatings for industrial systems. At the head of the company and its closely-knit and efficient team is the Ceo, Luigi di Leo. He tells us that “since these last six months we have a new company active in Milano, Diflon Service and Project, which is independent from our production hub in Carobbio degli Angeli. It is dedicated to technical project design, consultation for companies, certification, and is at the service of engineers. It is oriented mainly to the production industries and last but not least to the research, development, and engineering of new products. In this context, the company has just won the “European Fund for Regional Development” competition for product innovation, thanks to its Pte project full of nanotech. Major changes are also foreseen for production. “Always with an eye to the optimization and rationalization of processes, we are about to buy a warehouse which will allow us to use the existing factory on approximately 1,500 sq. meters for our Steel Division, dedicated to the production of equipment, piping, and skids in steel for the chemical and pharmaceutical industries, and we are readying a new factory on 2,800 sq. meters to hold the division of Pfa and Ptfe fluoropolymer coverings”, the Ceo explains. The Diflon Technology Group is especially proud of its out-standing technical assistance and post-sales service and its monitoring of the job's conformity with the requirements of the client. “We unite our know-how, derived from forty years of experience, with a vision oriented towards the future, truly meeting the requests of our clientele. We have hired new resources, both for sales, and for engineering. Even my two children, who are still studying, will soon be entering the company to finish off their training with direct field experience.” And lastly, Diflon, with its many certifications and known for its brands such as Difline - steel pipes and fittings covered with Pfa and Ptfe - is aiming to increase earnings by offering flexible tubing and rapid attachments with a high technological content, all grouped under the Flexline line. This will complete its product offering to the many sectors that are already served by the company, and extend it also to the Food & Beverage sector. 

LUIGI DI LEO
A family-run company, strongly oriented towards new technologies, with a lean mentality to optimize processes and systems - this is how Img Attachments introduces itself. Img Attachments specializes in the design, construction, and sales of toolboxes and equipment for mechanical multi-spindle lathes. Today, it is run by the Imi siblings - Paolo, Dario, and Manuela - and Alessandro Traina. Img Attachments was created in 2001 by Mario Imi, its Honorary President, who at the time of the company’s founding had several decades of experience in the sector.

“At first, our business concentrated on design and on sales, but upon our arrival, around fifteen years ago, production was taken in-house, while maintaining the high quality that our father sought”, tell the owners. Img Attachments also guarantees punctual post-sales services and is proud of its flexibility in execution and decisions, so typical of a small to medium-sized company. “We are not obsessed with growth. This comes by itself when you manage to face the market and its changing needs with tenacity and dynamism, seeking to meet the client’s needs with customized products which often are limited to the single piece and are not serial production.” A philosophy which has been awarded - earnings went up 20% in 2017 and are now up 23% with respect to last year. Turnover is generated 45% in Italia and 40% in the European Union, with the rest coming from the rest of the world, in particular from China and the Usa.

Img Attachments in Presezzo is planning a new warehouse in the near future, the continuation of its internationalization, and an even more marked orientation towards Industry 4.0. “We have 4.0-compliant machinery and will soon be putting it on the network, after the acquisition of a new running system to have the state of production always under our eyes. As we have always tended towards lean production, we have undertaken a series of initiatives to update ourselves”, explain the owners. And lastly, Img Attachments has also begun to diversify its production. “Some companies come to us for the production of toolboxes and equipment for other types of machinery. Obviously, we are ready to start!” conclude the owners.
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Technical and sports clothing made in a unique manner: this is the core business for Punto Azzurro, a company which defines itself as a “hybrid apparel production company”. Original clothing, personalised, with elevated technical performance, reflecting the quality of Made in Italy guaranteed by Punto Azzurro. “Our main goal is to create something for the needs of the high-level sports brands around the world to develop innovative products, creating a new niche market”, says Roberto Loda, ceo of the family run business, founded by his parents in 1984. The products supplied by Punto Azzurro, often developed together with technical offices and universities, must offer what is demanded by the latest trends in the sports world - transpiration, ventilation, aerodynamic efficiency and streamlining in water - but there is also more, this must be done in function of the different sports or target references for each brand.

“The client comes to us with an idea and we offer them the finished product. Our R&D area starts by studying the raw materials, then moves on to prototyping and samples, through to manufacture and the Pick & Pack phase”, explains Loda. Having an internal modelling department and even machinery which has been custom designed for certain production lines, allows for the company to create highly personalised solutions. The company has 40 employees in Italia, most of whom are working in R&D, and on two manufacturing sites, one in Slovakia with 145 employees and another in Moldavia, with 120 contractors, working in compliance with company standards.

“Another key word for us is sustainability, a concept which we share with many clients, with whom we work to create products with production chains which are environmentally friendly”, notes Loda. But that is not all. Punto Azzurro has gone beyond its core business and, in partnership with Macpi and Csmt in Brescia, it has undertaken project TA-SK to create articles with different compressions and equipped with sensors, in order to register and monitor progress in therapy with patients suffering from muscular problems. The panel of apparel obtained at the end of the project will be capable of applying different compressions and analysing all the data transmitted by the item of clothing to the portable device, which will allow for a more efficient post traumatic recovery, with the ability to monitor the evolution of the therapy. “An accessory which could interest the larger public as well, not just a sports target”, concludes Loda.  ■
Since 1960, our company has been dealing with metal constructions, specializing in the production of medium and large iron carpentry. We are organized to develop certified products and to provide reliable services on both domestic and foreign markets. Our technicians and equipment and the expertise we have gained over the years enable us to ensure customers a complete service, starting from the general project, up to executive studies, manufacturing and relating quality controls, up to installation on site.
A historical company, whose foundation by brothers Alessio and Battista Gualdi dates back to 1950. An entrepreneurial path carried out with enthusiasm and perspicacity by Alessio, Battista’s son. Today, Edvige Gualdi, the heiress of a resourceful and industrious family, is now running Gualdi Alessio Srl, a company specialised in the transport of dangerous waste and materials, as well as in the storage, working and transport of iron alloys. “My father considered this activity as a sort of mission that I want to continue by taking advantage of the know-how I have learnt precisely from him over all these years of work. A work with a male connotation that, however, I have been following since I was 15 and that, if driven by passion and competence, can be perfectly managed also by a woman entrepreneur like me”, says Edvige Gualdi who is supported by a team of qualified professionals, 56 people including drivers and collaborators. Among the strong points of the company from Boltiere, there is the capacity to manage the transport of any type of material, thanks to a fleet of vehicles both rich and varied including 41 tractors, to which other 9 will be soon added, three tanks for the transport of solid pulverulent products, 40 dumper trucks and 9 walking floors. In the 30,000 square metres area of the customs warehouse in Pozzolo Formigaro (Alessandria), they store and work on behalf of third parties the iron alloys coming from Genova, Savona and La Spezia that are then sent to the steel plants of the Central and Northern Italy. “We are ISO 9000 and ISO 14001 certified and we have recently adopted the L.D 231/2001 model of organisation and management in order to strictly meet the regulations concerning the route transport of dangerous wastes and materials”, Edvige Gualdi points out. With a turnover that remains stable at 9.5 million Euros, Gualdi Alessio is increasing the number of vehicles in order to meet the growing requests, even from abroad: “Beside Northern Italy, we also moved to Switzerland and other countries such as Croatia and France. Also in the future we will ensure the best transport and storage to our clients, always with that passion for our work that, starting from my father, spread to the whole team”, Edvige Gualdi concludes. 

Between modernity and tradition

The long experience acquired by Alessio Gualdi and the far-sighted vision of the future
Run by the Fratus family, today on its third generation of family members, for almost fifty years Nettuno has been making products for the washing and care of working hands. It started off with the traditional wash paste of the sixties, and thanks to the experimentation that the founder of the company carried out in his garage at home, today Nettuno makes creams, gels, liquid soap for daily use, barrier creams and anti-bacterial sprays. “The experiments served to fine-tune products giving them an ever higher performance, and this is a part of our genes. We focus not just on developing solutions to prevent hand problems and to remove many different types of dirt, but we also carry out research on the packaging, to make it ever more eco-compatible. Sustainability for us is a modus operandi based on a series of good production practices and a Social Responsibility policy, and also adhering to projects for the circular economy tied to reducing waste and pollution.” This is how Marina Fratus, the Ceo of Nettuno, begins. According to her, adopting models of sustainable production means reducing the use of natural resources, saving energy, and using ever greener prime materials with a reduced environmental impact, along with reducing traditional plastics and introducing biodegradable ones. With regards to sustainable packaging, one of the latest products developed by Nettuno is T-Duck, a new wall-support for hand-washers which unites design and simplicity. “With respect to a normal wall dispenser, it takes up less space and reduces the quantity of plastic in the environment”, explains Fratus. Nettuno is the Italian leader in the Skin Care sector, and has conquered major European and non-European markets facing off high level competitors. This is also due to its service, which includes the study and proposal of different kinds of products and packaging, both for big industries and for small ones. “Up till 2012, all of our products had been principally intended for industry, then we opened up to a new segment of the market in channel cleaning.” In line with the company’s sustainability policy, Nettuno is active in educational and cultural conservation projects. “We believe in the value of art. Supporting it means giving these riches back to the land they belong to, a form of social responsibility which creates value for the whole community and beyond.”

THE TEAM
We are one of the few companies, if not the only one in Italy, to make bow compasses exclusively with brass extrusions; our production is 100% certified made in Italy and is exported to Europe and around the world. This is how the owners of Compassi Alessi - Lorenzo, Fabrizio, Alberto, Gianfranco, Gianluigi and Raffaella - the fourth generation of brothers, sisters and cousins, are involved in the growth of this historic enterprise founded at the beginning of the 20th century. As soon as you enter the company, you are immediately impressed by a certificate of 1923, dating back to the times of the great-grandfather of the current owners, when no more than two compasses per day were created by hand. Today about 6 thousand compasses are produced daily and the craft has been successfully carried out by the generations that came after Giovanni, Giuseppe and Pasquale Alessi. The company headquarters are still in Palosco, a small town known as the ‘homeland of the bow compass’. “Today, several companies specialised in this production have unfortunately closed their business”, they recall. “We have always focused on excellence: working with international companies, we are subjected to strict quality controls. We have also invested in technological innovation, with the latest machinery to guarantee customers quality and professionalism.” But who are the clients of Compassi Alessi? They are wholesalers and private labels and are mainly found abroad, in Germany, in the Middle East and in countries that require 100% made in Italy, still exploiting non-digital tools for work and education. “In other countries, including Italy, the compass is always used in primary and secondary schools: it is an educational tool.” The production of these small precision jewels is almost entirely semi-automatic, with transfer machines able to perform even 14-16 operations simultaneously. “We have invested in automation for many years and it remains our flagship”, underline the owners. “We have always focused on excellence: the assembly, finishing and packaging phases are carried out manually by highly qualified personnel. The human eye, which sees every minimal defect, is always an added value.” Only quality bow compasses guarantee precision and reliability: following this philosophy, Compassi Alessi aims at new customers and international markets and is ready to face new challenges.

The perfect closing of the circle

Compassi Alessi: a reference company all over the world for the production of bow compasses

"We are one of the few companies, if not the only one in Italy, to make bow compasses exclusively with brass extrusions: our production is 100% certified made in Italy and is exported to Europe and around the world. This is how the owners of Compassi Alessi - Lorenzo, Fabrizio, Alberto, Gianfranco, Gianluigi and Raffaella - the fourth generation of brothers, sisters and cousins, are involved in the growth of this historic enterprise founded at the beginning of the 20th century. As soon as you enter the company, you are immediately impressed by a certificate of 1923, dating back to the times of the great-grandfather of the current owners, when no more than two compasses per day were created by hand. Today about 6 thousand compasses are produced daily and the craft has been successfully carried out by the generations that came after Giovanni, Giuseppe and Pasquale Alessi. The company headquarters are still in Palosco, a small town known as the ‘homeland of the bow compass’. “Today, several companies specialised in this production have unfortunately closed their business”, they recall. “We have always focused on excellence: working with international companies, we are subjected to strict quality controls. We have also invested in technological innovation, with the latest machinery to guarantee customers quality and professionalism.” But who are the clients of Compassi Alessi? They are wholesalers and private labels and are mainly found abroad, in Germany, in the Middle East and in countries that require 100% made in Italy, still exploiting non-digital tools for work and education. “In other countries, including Italy, the compass is always used in primary and secondary schools: it is an educational tool.” The production of these small precision jewels is almost entirely semi-automatic, with transfer machines able to perform even 14-16 operations simultaneously. “We have invested in automation for many years and it remains our flagship”, underline the owners. “We have always focused on excellence: the assembly, finishing and packaging phases are carried out manually by highly qualified personnel. The human eye, which sees every minimal defect, is always an added value.” Only quality bow compasses guarantee precision and reliability: following this philosophy, Compassi Alessi aims at new customers and international markets and is ready to face new challenges."
Find out “The 10 secrets that entrepreneurs who successfully sell abroad don’t want to share”. The new book by Francesco Neri is aimed at those who want to achieve more and more sales abroad. The author is Ceo of Globe Italy Srl, a company endorsed by the Italian Ministry of Economic Development and by the Region of Lombardia for company internationalisation services. To mark his company’s tenth anniversary, he has put together a guide that gathers all the knowhow and skills acquired in over 15 years of experience. A useful aid for companies aspiring to success abroad. For Platinum readers, there are 20 free copies reserved for the first 20 readers who order a copy at the link: https://www.neri-francesco.com/gratis/

Technology and a penchant for innovation make Minipack Torre a leader in packing solutions. “The business, today numbering 93 employees and in 2017 registering a 7.5% growth in turnover, developed from a patent taken out by our father: a bell-shaped heat-shrink machine, one of the core products. This was followed by the development of vacuum machinery, automatic cutting edge machinery for heat-shrink packing and the Pratika range, conforming to Industry 4.0 requirements - explains Fabio Emanuele Torre, representing the second generation in the business together with his brothers -. We are also improving machinery to work with biodegradable cling films and are entering the domestic sector with compact vacuum machines and systems for sous-vide cooking.”

Innovative packaging
Minipack Torre innovates production with an eye on biodegradable films

Success abroad
Francesco Neri presents his new book on internationalization
When competence and innovation combine

*CSP Prefabbricati: a continuous research for high performance*

A know how having its roots in the sixties and in cutting edge technical solutions. What is the goal? Proposing flexible and integrated systems to the market of prefabricated buildings, which have been designed to meet any building and architectural request. This is the mission of CPS Prefabbricati, run by the Testa family: Angelo and sons, with tenacity and passion for their work, are making the brand grow under the sign of reliability and quality of the service, relying on a long established expertise. “We follow the clients - commercial chains, enterprises, estate agencies - in all their building phases, from design to the final inspection, proposing a ‘turnkey’ service focused on the needs of each buyer”. The company with headquarters in Ghisalba, in fact, offers the client the possibility to obtain the complete structure starting from diggings, to the building of foundations to the casting of the slabs that collaborate with the floors. CSP Prefabbricati, mainly operating in the North of Italia, relies on the research to ensure also in the future a performing, durable, innovative, light and environmentally friendly product characterised by the highest energy savings. The clients that turn to us must have the best solution at their disposal”, Giuliano Testa concludes.
A n enterprise that continually renews itself, anticipating changes in the name of innovation and quality: this is the spirit at Rotolificio Bergamasco, making paper rolls for various uses since 1976. Goal: to satisfy any whatsoever technological and personalization needs, required by its variegated clientele. The enterprise is run by the second generation, brothers Gianluca, Cristiano and Pierluigi Panseri, with founder Alessando Panseri still beside them. “We started up into business in the seventies, producing rolls for calculators and cash registers, until becoming the sector leader. We then began to diversify our range and now we develop products for lotteries and super lotteries, above all abroad in countries like Israel and Poland, as well as transport tickets from Milano’s metro service as far as travel documents for Jerusalem’s railways and tickets for the French motorways.” So says Pierluigi Panseri, who also tells us about Linerless, a label with a high rate of innovation, usable for logistic purposes and in supermarkets and awarded recognition by Conai (Consorzio Nazionale Imballaggi - national packaging consortia) for its sustainability. “Labels made of Linerless thermal paper increase productivity: eliminating the liner implies a saving on the materials used by 43%. What is more, numerous labels of various sizes are replaced by one single roll, weighing less and taking up less room as compared to standard rolls; transport and warehousing costs are substantially reduced as a consequence”, explains Panseri. Apart from quality and impeccable service, the Rotolificio Bergamasco team has always assured its customers with a personal, continual trusting relationship. The enterprise, that registered a turnover grown by 20% with 10% on the foreign market, has recently taken over Iconex Italy srl, a company with the same core business as its own. “In this way we shall be nearer to the clientele”, points out Panseri. Rotolificio Bergamasco, with its two production sites in Gorle and Maiano, its team of young people averaging 35 years of age and the Iso 9001 and 14001 plus Fsc and Pefc (sustainable forest management) certifications, is ready to face the future full of challenges and stakes.
Grazie per aver scelto noi
Salerno

Communication project by
Gianpaolo Maretto
Enterprises are to be acknowledged a social role for creating jobs, prosperity and build up Italia’s economic future

The city of Salerno represents the “natural door” onto the Mediterranean, linking up the East with the West. Here with courage and perseverance the industrial system has taken up a virtuous course, with the intent to boost social and economic growth in the local territory. “Over the last few years - explains Andrea Frete, President of Confindustria Salerno (industrialists’ association) - a high ability to adapt, a change in paradigm, above all technological, was asked of the enterprises, which revolutionized our production system.” The praiseworthy effort put in by the entrepreneurs enabled the Salerno economy to retain and enhance its excellent activities, revealing a certain resilience and with this, Confindustria Salerno succeeded in keeping its value intact as primary partner of the production and economic system. The Association’s ultimate purpose is in fact to continue to be a reliable benchmark for the enterprises, with actions targeted to generate competitive value in economic relationships, also at international level. This is thanks to its highly attractive area, above all deri-
Salerno

Speech by the president of Confindustria Salerno
Andrea Prete

In 2019 Confindustria Salerno will be celebrating its centenary

Confindustria Salerno’s birth certificate dates back to 16 August 1919, when the board «Fascio industriale della provincia di Salerno» was officially established. Sources have it that engineer Antonio Santoro, owner of a subcontracting firm working for SME, producing and distributing energy in the Salerno area, was at the head of the newborn Association. But it was in the twenties that «the hard-working and productive Salerno» grew and consolidated itself, standing shoulder to shoulder in defending the rights of industry.

Its composition became far more heterogeneous with the addition of variegated compartments: “constructions, construction materials - leather goods and similar - power - carpentry - metallurgy, mechanics, shipyards, flour mills and pasta factories - textile yarns - refrigeration industries, preserved products - soap factories, paper mills and transportation”. Ever since then, the Association has never ceased to be a point of reference to represent and protect the enterprises’ interests, continuing to foster services and projects that encourage growth, create profit and lend the country a fresh impetus.

Stood at 1.3%, with an export worth 2.483 million euro (+4% against 2016), the highest quota being attributed to food products at 452%, but rubber and plastic articles are also important at 7.6%. Europe remains the major destination from amongst the trade flows with abroad (64%), followed by America (16%), African states (9.5%) and Asiatic countries (8%). The commercial port is the engine to drive economy, leading industry in the province with 1.500 employees and about 4.000 full-time ancillary personnel. “But ours is also a region full of historic, archaeological, naturalistic, landscape sites, with two Unesco world heritage sites: Costiera amalfitana and Parco Nazionale del Cilento reserve and Vallo di Diano; Paestum and Velia archaeological sites and the Certosa di Padula monastery, affording us an ace up our sleeves to also excel in this important asset of our Fair Country.”
The port, driving force behind competitiveness

Gruppo Amoruso: safe and fast harbour for freight and passengers

The port of Salerno is among the most important Italian ports and represents the ideal harbour for freight traffic between the East and West. Here, Gruppo Amoruso is the ideal partner for large naval companies, thanks to the perfect organisation of the entire operative cycle - from transport to storage and delivery of goods - exploring every opportunity and possibility in order to ensure personalised services, calibrated to the needs of the client. Freight, but also people, with the management in Ati of the maritime station and reserved berths for the docking of cruise ships.

The level of specialisation reached as a logistics operator, allows Amoruso Giuseppe Spa to offer support services for travel companies, from unpacking and identifying goods with the issuing of a ticket, through to the digitalisation of the procedure, reducing times and elimination of material errors. The company manages yearly a large amount of container traffic and moves a significant volume of iron and steel products - coils, tinplate, iron and aluminium rods and beams - taking care of the storage using open areas and covered warehouses, all under 24hr surveillance. In these spaces, having to follow client needs on the delivery of the goods following just-in-time methods, the introduction of some new technological innovations, like the use of automatic displays operated from a distance, allow the company to manage in real time access and movement of the goods by remote, ensuring careful monitoring of business activities.

“This year, we will reach the largest number of handlings in our history, with over 1 million tonnes.” A sensational growth which has required, in order to maintain a high capacity, the creation of a private interport, in an overall area of 50 thousand m2 of which 25 thousand are covered. “The ports are an important factor in the competitiveness of Italian industry, through which companies receive raw materials and export their finished products - concludes Giuseppe Amoruso, president of the Sea Transport and Logistics Resources Section of Confindustria Salerno -. If we are able to identify and work with the navigation companies around the globe, more opportunities to quickly reach whatever destination in the world opens itself up to our industries.”
In the municipality of Furore, a small village perched on the Amalfi Coast, along the steep cliffs of the Lattari mountains, incredible wine cellars with a unique and constant microclimate have been carved directly in the rock where the Fiorduva is resting and perfecting. The most renowned wine of the company Marisa Cuomo, established in 1980 when Andrea Ferraioli, as a wedding present for his bride, Marisa, took over the “Gran Furor Divina Costiera” brand and launched the company that would take the name of his beloved wife.

At the time, the young Andrea, together with the experience of famous oenologist Luigi Moio, cleverly using modern technologies matched with constant commitment, began to rediscover historical native vines (Fenile, Ripoli, Tronto, Sciascinoso) in order to produce prestigious and high-quality wines of which the Fiorduva has become the most sought-after, so much so that in 2006 it won the Oscar for best Italian white wine. The rediscovery of historical native vines for producing prestigious and high-quality wines continues thanks to the hard work of men and women who, due to the limited space, are forced to cultivate according to the “pergola” system which involves a kind of grid where posts directly embedded in the rock support vines grown in small patches of land overhanging the wonderful sea of the Amalfi coast.
The place of origin of the 100% Italia International Trade Srl, is the area of the Temples of Paestum, a land with a historical vocation for quality agriculture. Here, with courage and sacrifice, farmers who love their land keep typical crops alive without additives, gmo, or pesticides, to keep their taste, sensory, and nutritional qualities intact, ideal for those who desire healthy eating. And this is the land where Michele and Grazia Siano brought their entrepreneurial project to life.

The excellence which inspires their production model goes beyond the quality of the products and reflects their intention to promote the Mediterranean diet to the world. Their goal is to protect health, well-being, and food safety for the modern consumer who is ever more informed and knowledgeable.

“We share our ethics with the Paestum Association for the Mediterranean Diet, presided over by Dr. Gerardo Siano - underlines Michele Siano -. It is strongly involved in activities related to the supervision of the quality of products and in spreading the word to the world of the benefits of the Mediterranean diet on health.”

100% Italia is not limited to trading. Through Magna Graecia Srl, directed by the young woman entrepreneur, Maria Pia Siano, a network of farms producing high quality crops has been brought to life. They make up what is now called “a short production line” from the growing of produce to its transformation to its sale. Vegetables and legumes, fresh fruit and dried fruit, tomatoes and their derivates, buffalo mozzarellas, extra-virgin olive oil, and indigenous wines, all selected for their quality, make up a rich “hamper” of typical foods from this legendary land.

“We are focusing our attention on the internationalization Mediterranean diet excellences - adds Grazia Siano -. We use workshops and training courses to teach about the ‘full’ knowledge of the benefits of this nutritional system, which was recognized by Unesco in 2010 as a protected asset and identified as part of the Intangible Cultural Heritage of Humanity.”

This is a winning model which perfectly meets the needs of the Horeca channel with respect to the principles of genuineness and the nutritional model on which the Mediterranean diet is based.
Salus has its roots in the growth that is based on a continuous search for quality and excellence. Founded in 1949 by Giuseppe D’Anzilio and Renato Crimeni, over the years it has been the true and first hospital centre for the territory of Battipaglia.

The unrestrainable passion for the medical profession of the two founders, always oriented towards new specialisations, found a continuity in the current governance represented by the president of the board of directors, Enrico Frascione and by the executive manager Ottavio Coriglioni, as well as by the advisor Roberto Pappacena - based on the perfect balance between specialty services and entrepreneurial model.

Salus was among the first clinics in Campania to establish a Nuclear Diagnostics, mainly focusing its activities in surgical excellences, supported by a sound general medicine and a cutting edge cardiology. Brilliant results are obtained every year also in vascular surgery and senology, in particular for the capacity of an early diagnosis, for ophtalmology, thanks to highly innovative instruments and for orthopedy where, with the help of “ortokey navigation” techniques and of the Sophisti-cate 3D C arc, difficult interventions of reconstruction are carried out without risks, through microcameras transmitting a tri-dimensional image.

The surgery activity, mostly performed in laparoscopy, has, moreover, enriched with the intraoperational and intervention ecography for the distruction of liver cancers. Over the last few years, remarkable investments were addressed to the thyroid surgery, with 60 interventions a year, along with the bariatric one, with the purchase of cutting edge instruments, such as the Angio-Tac Siemens for obese people, with a 80 cm tunnel and, therefore, more confortable for obese and normal patients, as well as surgical procedures performed using a 3d technique supported by a robotic arm. “Our aim is to become the reference point in Campania, thanks to clinicians with a proven experience and a highly professionalised paramedic personnel, ensuring the patient a continuous and customised assistance.” Salus is accredited with the National Health Service. The Health Management is entrusted to doctor Antonietta Verdino.
The courage to innovate

New technologies and ties to its land are at the base of Picone’s growth

Upon entering headquarters at Picone Srl, you notice a strange manuscript on the wall. Difficult to interpret, it is both a map and an admonition, and was written by Vincenza Del Verme, marketing director for Sebastiano Picone, a third generation entrepreneur, today the Ceo of the group. It shows guidelines for a change that was strongly desired by the young management who in five years revolutionized the company, transforming it from a “normal” wholesaler for tires - with business mainly in Campania - into a player at national level, appreciated by the most important suppliers (recently bestowed with official gratitude by Michelin), already prepared for the global market. But, as we were saying, it is, at the same time, a warning to remember the fatigue involved in renovating a company, the ferocious criticisms received by the competition, the need to renew personnel focusing on more motivated people. “The traditional methodology of our work would not have guaranteed our future - Del Verme muses with conviction - And so we took a risk. We focused on technology, on computers, on collaboration with the big online sales platforms.

And instead of collapsing, we flourished.” The rebirth was not just based on new methods of distribution and total client satisfaction, but also on a praise-worthy operation of territorial marketing. Prignano, where company headquarters are located, lies in the heart of the Cilento, between the temples of Paestum and ancient Elea, where the philosophy schools of Parmenides and Zeno blossomed. One of the most beautiful lands of the Magna Grecia, today it is less well-known than it should be. But Picone takes it with him, opening, for example, a new line of ice cream (here, the best ice cream in Italia is made) which attracts hundreds of curious people at car trade fairs. But it’s all part of growing, even in collaboration with the Confindustria association of businesses to bring school tours in to visit. Or the creation of a new internet service dedicated to workshops. All this makes it an example of the best of Italia. One that knows how to unite its roots with the courage to innovate. And go, head held high, into the world.

VINCENZA DEL VERME AND SEBASTIANO PICONE

PLATINUM - November 2018
Convergenze S.p.A. is a multiutility company operating in the Telecommunications and Energy sectors. Through a wide range of innovative and customization services, it is able to meet the needs of individuals, professionals, organizations and companies alike. Convergenze’s strength lies in using the remarkable skills of its staff to create and manage the infrastructure needed for the provision of its many services.

The company invests most on planning, research and training in order to innovate whilst pursuing a business model inspired by green practices - all operational choices are oriented towards compliance with sustainable business principles.

Since entering the power sector, Convergenze made the strategic choice to supply electricity only from 100% renewable sources. Also, in order to promote sustainable mobility, the company has invested heavily to build a network of electric vehicles charging points called EVO (Electric Vehicle Only) in the Cilento area.

The EVO charge point is a perfect synthesis between technology and a traditional charging point - it has a hotspot for wireless connection that allows charging the vehicle via smartphone, even without an exclusive contract with Convergenze.

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Architecture: a brand of excellence
A4Design&Contract, the perfect match between design and construction

Turn-key ideas are the new frontier in architecture, a company model which enhances the quality of every phase of the work, creating customized environments which optimize the management and functionality of spaces. All this can be found at A4Design&Contract Srl, the dynamic architectural company born of the intuition of three successful architects - Alessandra Pedone, Carlo Tomeo and Davide Crocetto - who over the last decade have conceived and built project in various settings - from the residential to hotels, from the pharmaceutical to franchising, and last but not least the jewelry store sector. “Each of us specializes in the design of precise sectors - affirms Alessandra Pedone - giving our company the ability to face differing types of projects with competence and professionalism.” Everything is done in-house. Designers, carpenters, dry wall-layers, electricians, together with the three architects, make up a team that works well together and is strongly motivated, united, and works towards a goal which is seen to be a victory for all. “Our clients come to us because they want a finished project at the highest of professional levels. And we want to continue to be recognized for this. Le Corbusier said that an architect should be “a brick-layer who knows Latin”. We see ourselves in this definition - explains Carlo Tomeo - but we create our architecture by studying the best of traditions, both Italian and foreign. In the end, this is what the Made in Italy concept is composed of - the ability to generate quality products but in our own personal style, with our own culture and our vision of the world.”

Attention and creativity to be real trendsetters

Italian design in the world of furniture? If it were possible to encase it within an “iconic” way of being, it would be too simple. And not very interesting for international customers. What Italian designers bring in abundance to this century is a mix of three elements that need to be well monitored so as to understand where tastes and investment are heading.
First: sustainability. The planet is sick - engineering, architecture and human expressions in general must all commit to combining beauty with attention to the sustainability of raw materials.
Second: essentiality. That does not mean simplicity, but harmony of the elements, daring aspirations, mixtures of tastes and materials that are humble too, and therefore capable of enhancing the shape. Then there is a third element: the close links with society, which seeps through the insight of the very young, and the study of overseas trends.
The design of post-modernity is not confined within national borders, but from within draws nourishment to influence the international mood. Just like real trendsetters do.
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Communication project
by Gaetano Ferretti
research & innovation
The environment and its space sentinels

Jan Wörner

S

een from space the earth is like a small ball surrounded by a very thin layer of atmosphere. A planet where environmental emergencies and the issues connected to safety are growing day after day, even though millions of people continue to live without being aware of an increasingly critical situation. Yet, some big allies of humanity in this environmental challenge operate just from space. It is not by chance that they are called “Sentinels”: they are satellites launched into orbit thanks to Copernicus, the earth monitoring program wanted by the EU and concretely developed and implemented by ESA, the European Space Agency. A program that, before being named after the great scientist of the sixteenth century, was called GMES: an acronym that, in English, precisely stands for “global monitoring for environment and safety”. To tell the truth, though, Copernicus does not only mean monitoring from space. “The aim of this project, since the beginning, is that of combining information coming from satellite data with that originating from various earth sources: a combination of data of various types, free of charge that is expected to help us find different solutions for environmental issues.” This is what Jan Wörner says, German civil engineer, appointed ESA Director General three years ago: the most suitable interlocutor with whom we can discuss about Copernicus and on the two more recent satellites, that is Sentinel 5P (that was launched into orbit in October 2017) and Sentinel 6 (that should be launched in 2020). “We must understand the importance of this data integration - Wörner confirms - , It is a bit like the concept of big data, which is the foundation of our work: this does not mean having
a huge quantity of data, like many people think, but putting together information coming from different sources. Then, of course, satellites are fundamental to produce such data deriving from space monitoring that, once transformed into information, will have to orient the various policy makers in their choices.” In such a dynamics, Sentinel 5P focuses on atmospheric measurements relative to the quality of air and pollution. “Thanks to this satellite, we can see the percentages of ozone, identify the most polluted countries, discover data on the emissions that can then become useful information: not only for politics, but also for different sectors, from industry to agriculture.”

Today, there are over 150,000 users registered for Copernicus: a datum that is however relative, as to access data you do not need to be registered. Sentinel 6, which is currently being built, is, instead, an oceanographic project - in line with the operation missions JASON - with the collaboration between the European Space Agency, EUMETSAT, the EU and the US: the second of a couple of satellites (Jason 3 - Sentinel 6). “Together they serve and will serve to look at the oceans - the general manager explains: observing them, monitoring the level of seas and climatic changes, but also the quantity of water present in the atmosphere.” Our country is an important and convinced partner of all the activities performed by Copernicus. “Italy is a fundamental member of ESA - Wörner confirms: we are proud that it is among our partners, it supplies a remarkable contribution not only in economic terms, but also for the experience of many big, medium and also small enterprises operating in this sector.” A domain, space, whose keyword is collaboration: at least according the head of the Agency. “I am a convinced European and I am completely in favour of cooperation. We have just this planet, a very small one in the universe, and we must work better together to avoid that pollution destroys us: as the French President Macron says with a pun, there is no Planet B... It is a global challenge that cannot be faced on a national level: the world needs all the possible cooperation and space can be a model for such a collaboration among all the States. We must succeed: for our children, grandchildren, great-grandchildren...”
The “second generation” of satellites of the COSMO-Sky-Med project is now becoming a reality. In fact, the first of the four radar satellites envisaged by the project of the Italian Space Agency was launched in 2007; since that moment onward it took an increasingly important role in the monitoring activities of our planet, in particular for what concerns the management of emergencies and environmental disasters. Just think, to make a couple of examples, to the earthquake in L’Aquila, when the system - that at that time was undergoing some maintenance activities - was restored in half a day, then providing a fundamental support on a data level; or to the tsunami in Japan in 2011, when against the request of two satellite photos of the airport in Sendai, ASI was able to supply over two hundreds... But also satellites, like any other object, have their own life cycle: and after a decade the launch of a second generation of satellites, meant to replace the first but with a more advanced technology, a far greater number of images and a faster speed, also on more areas in the same operational theatre, is ready. “If everything goes well, in 2019 the first new satellite will be launched - underlines Alessandro Coletta of ASI Head of Earth Observation and COSMO-Sky-Med Mission Director: even if I must admit that the recent tests that have been carried out, that is those that are normally performed after ten years, have confirmed the still excellent conditions of the existing satellites. Therefore, even if, at first, we thought to the second generation as a mere replacement, I would not been surprised at all if, at least initially, the new launch was made as an addition and not a replacement; and, then, if for a period of time five satellites of COSMO-Sky-Med could be found in orbit, and may be six in the future. This would obviously create further potentials for the system.” Anyway, the first two satellites are about to be launched, while the third and the fourth are currently being analysed and financed: “even because discontinuing such a sy-
COSMO-SkyMed, the space is italian
Alessandro Coletta

stem would result in a damage...” A system, we must say that, thanks to its extraordinary technological peculiarities - is the only satellite constellation made in this way, with four radar satellites able to cover the same geographical area in very limited times - has supplied a great number of advantages to users raising, at the same time, an increasing attention also on an international level. As for what concerns data “over these last ten years there has been a high number of evolution improvements - Coletta specifies - today we are mapping the whole Italian territory in 16 days, an activity that we would not have been able to accomplish if satellites had not been four. And we are thinking of an international supply chain to monitor infrastructure of a various kind from high. Moreover, in the meantime, we have added the submetric capacity, that is the possibility to provide the users with data characterised by a precision below one meter also for the civil domain.” Underlying this is important: in fact, the system was designed also with a military value, and at that time, someone criticised a supposed prevalence of such domain when compared to the civil one. “Actually, things are not like this: the prerogatives of each of the two domains have never really been in contrast and the two fields have always worked together in harmony.” What is true, instead, is the big “success” that COSMO-SkyMed has obtained on an international level, widening the authoritative nature of ASI and also favouring the Italian Space Economy in terms of portfolio. Just think to the relationship with Argentina, with a satellite launched some weeks ago, thanks to which ASI will have at its disposal L band data, beside the X band ones leading to an even greater resolution; or the agreements with the English Space Agency for satellites that will operate on S band, now practically unexplored. “All this represents an extraordinary multifrequency portfolio ensuring to ASI a unique resource, based on COSMO-SkyMed...”
The robots that assemble aircraft

Assisting the operator in the aerospace industry

Today, in the aerospace industry, in the assembly phase of fuselage components installations are done manually: and certain operations - above all the fitting of overhead luggage compartments, which are very heavy and cumbersome parts - requires the effort of at least three people. But if operators were helped by collaborative robots, operations could be just as effective but less tiring. Operator assistance in the aerospace industry is at the centre of a Horizon 2020 project called “Eureca” and is wholly managed by Italian partners: coordination is entrusted to Stiima, the Institute of Industrial Technologies and Automation of the Cnr, assisted by IT+Robotics (a spin off of the University of Padova) and the aerospace company Protom. “We would like to clarify that the aim of the project is to assist the operators, not get rid of them” - points out Loris Roveda from Stiima -. The part played by people is still crucial, in the control or failure phase, if the robot is to be guided or to be taught an operation.” The project is studying a system consisting of three robots: a mobile platform, a collaborative robot and one designed by Stiima (which is now finishing its prototype). The platform is for positioning all the components inside the fuselage where they are to be installed; the collaborative robot installs the smaller components; the new concept allows the installation of large components, such as the overhead luggage compartments. All guided by dedicated cameras. “Eureca” then merges with a second project, “Effortless”, directly funded by the Institute and initially designed for the automotive sector. “We are building an exoskeleton of the collaborative robot - concludes Roveda - something wearable on the arm to assist the operator, in an industrial context, in transporting and lifting operations.” By the end of the year, the prototype should be ready for the patent: then, probably, a dedicated start-up will be created to promote it...
Satellite data made accessible

Thanks to an advanced technological platform combining them with non-structured data

The European space program Copernicus has completely changed the access paradigm to satellite data, making it free and open. “Today it is considered as the biggest supplier of data on Earth, but also a tool allowing to improve the life of citizens and to develop economy, as all this information has a drastic impact on various sectors, starting from agriculture, to sea and security.” This is what Guido Vingione says, director of the Copernicus Services of Serco Italia: a big group that, in this field, has been providing for years various services connected to the usability of satellite data. And that today coordinates the “Eopen” project, a H2020 whose aim is that of allowing non-expert users to reach the big data thanks to cloud platforms. “We are currently creating the design of a service tailor made for any kind of user that allows access to data as well as to a number of additional services.” The platform is expected to contain three types of information: satellite data (taken from Copernicus, but not only), in situ data, made available by the project partners; moreover - an important innovation - it will combine these sources with non structured type data, for example from the Internet (such as tweets or posts), in order to identify possible issues, like disasters or floods. “We will supply such data through access mechanisms that are closer to the common citizen in order to make accessible information that would be considered as heterogeneous and with a computing power processing it in a technologically advanced way.” Well, another show-piece for Serco business. “In Italia we are specialised in various sectors, including information technology and data exploitation services on behalf of ESA”, underlines Roberto Mulatti, general manager. Serco staff consists of about 250 researchers, some of whom obtained important master’s degrees in scientific advanced topics. “And one of them has collaborated to the recent discovery of water on Mars: we are truly proud of him.”

THE TEAM
What are the technological or infrastructural gaps that can hinder the development of aeronautics from now to 2050? The European Union has set specific goals for the sector (Flightpath 2050 Goals), and so, the connected Pare Project (a Horizon 2020 GA 769220 with fourteen research units from nine European countries) must find an answer to this request, involving the stakeholders in the industry. Starting from the recognition of the “state of the art” - already done during the first year of work - the Pare Project intends to supply a series of recommendations for the European organizations in order to ensure that the framework for the next programs provides financing to face and resolve these gaps. Taking part in the project is also the University of Salerno’s Diem. “We work with the electrical characteristics of innovative composite materials - explains professor Vincenzo Tucci - and we are involved in understanding how these materials can contribute to the making of safer, better performing, and more resistant structural parts for airplanes.” Among the goals of the project, it is worth mentioning the promotion of women’s roles in the aeronautical sector and in the Stem (science, technology, engineering, and mathematics) fields, the attraction of young talent, and making them understand how interesting and essential a future in this sector, from now to 2050, can be.

The aeronautics to come
A reconnaissance at European level to direct future interventions in the sector

Can the use of localization services improve your life?
A new platform to provide useful services to European citizens, while respecting their privacy

Satellite positioning systems can be very useful to improve quality of life. By setting your position and destination you could, for example, search the least polluted routes or be rewarded for sustainable mobility choices. These are just two examples of services that can be enabled by the GOEASY H2020 project, which - by leveraging on the improved security of Galileo’s GNSS signal - aims to create the technical and commercial foundation for a new generation of trusted location based services. The project is coordinated by Istituto Superiore Mario Boella in Torino (city in which an app, rewarding citizens for their sustainable mobility choices, will be piloted) and, among its partners, it includes greenApes, a company rewarding sustainable lifestyles via digital solutions.

“The purpose of the project is to develop a platform of cloud services accessible to companies. The platform is designed to make the GNSS advantages readily available in terms of precision and reliability - without reducing the privacy of users” explains Gregory Eve, CEO of greenApes. “We will start with pilot projects in Stockholm and Torino, and - from 2020, at the end of the project - these services will be opened up to the technological community.”
Knowledge of ecosystems can reap great benefits from the analysis of the observation data acquired both from satellites and ground-based measurements. Moreover, better knowledge of ecosystems enables improved management of protected natural areas by those in charge: making correct strategic decisions is easier, if more and better quality information is available. These considerations gave rise to the main European project on ecosystems that began almost four years ago: “ECOPOTENTIAL”, in which 47 European and non-European organisations joined in, with the aim to make best use of observation data for the study of ecosystems and the management of protected areas. Among the numerous partners, a key role is played by the IIA, the CNR Institute for Atmospheric Pollution Research: “since the aim of the project is to go from the acquired data to the knowledge necessary to correctly manage protected areas - says Paolo Mazzetti, coordinator of IIA activities in ECOPOTENTIAL - we have developed a new tool, called ECOPOTENTIAL Virtual Laboratory, which allows experts to find and access the observation data available in the different geographical areas, and then to run specific scientific models starting from these data. These models allow to synthesise the observation data and generate indicators useful to the decision makers.”

Models that can be executed thanks to dedicated cloud services made available by public or commercial providers. “ECOPOTENTIAL” is drawing to a close - the end of the project is scheduled for next May - but the final phase still has two important goals: the engineering of the system, to make it publicly accessible, and the release to the largest possible number of stakeholders.

“The initial reactions from the managers of the areas, or their modellers, have been very positive.”

LAND COVER MAP FOR THE PROTECTED AREA OF THE DOÑANA NATIONAL PARK (SPAIN) OBTAINED THROUGH THE ECOPOTENTIAL VIRTUAL LABORATORY
Keeping an eye on dust and ash

Two projects dealing with specific tangible problems linked with airborne dusts

Is it possible to avoid volcanic dusts, after an eruption, paralyzing air flights, as happened with the eruption in Iceland in 2010? Or that this happens due to radioactive dusts possibly released by a nuclear incident? And again: how can the bad effects of desert dusts, mainly of Sahara origin (allergies, pollution, photovoltaic panels with working problems, just to mention a few) be mitigated? To reply to these questions it is important to study the origin, transportation and distribution of dusts in the atmosphere as well as their possible impacts. Two H2020: Eunadics-Av projects are working simultaneously on this, with the aim of creating a system to reduce problems for air traffic due to events that suddenly release dusts in a conspicuous way; and it is DustClim to have the job of updating a model related to transportation and distribution of desert dusts in Europe and Africa intended directly for the climate services. Imaa, Institute of methodologies for environmental analysis of Cnr, participates to both projects, within DustClim together with the Isac (Institute of atmospheric sciences and climate) research groups of Roma and Bologna. “The projects integrate ground based observations and satellite data-related algorithms - explains Lucia Mona, scientific responsible for Cnr -. We are in particular engaged in how to transfer the results of observations to the system and in checking the results of the models and satellite observations.”

As far as Eunadics-Av is concerned next year a series of experiments will simulate the way the system works: “Today we are looking at how it works for events that have already occurred”, explains Mona. Whilst for DustClim 2019 should be the year when all the results on desert airborne dusts’ transportation and distribution will have been achieved: and from this data it will also be possible to check if there are any desertification processes in specific territories. “Both projects are getting on very well - concludes the Cnr researcher -: we have already pinpointed several case studies and I expect to see excellent results.”
A fundamental research topic in the sector of air transport is concerned with the emergency ditching: what is the reaction of the fuselage, that is the part of the aircraft where the largest stresses are generated during the impact on water?

“SARAH” project, funded by the EU through the Innovation and Networks Executive Agency (INEA) under the Research programme “Horizon 2020” deals with the above challenging issue.

A fundamental role in the project is played by INM, the CNR’s Institute of Marine engineering in Rome, where a special test facility has been built, 64 metres long and occupying the entire width (13.5 metres) of the large towing tank (470 metres long).

“The current project is the follow on a previous one, FP7-SMAES, where the facility was designed and built, and tests were performed on basic configurations” - says Dr. Alessandro Iafrati, project manager for INM - “With SARAH the potentials of the facility are enhanced, and the fidelity of the models is improved as well”. At the operational level, tests provide data of pressures and forces acting on the model fuselage during the impact with water. The facility allows to carry out this phase with model speed up to 180 kmph, i.e. in conditions close to the real ones. “We have no space to test airplanes at full scale. So we test the components, while numerically simulating the phenomenon, so as to predict structural loads and subsequent stresses: the tests aim at an accurate validation of the computational models.

It is important for the experiment to be really representative of what happens: this is why very high test speeds are required, along with realistic fuselage shapes.

In the same way, we have also observed hydrodynamic phenomena which are crucial in the assessment of the dynamics of the aircraft during the ditching”.

Final goal of the tests, and of the project in general, is to certify the quality of the computational methods used in aircraft design.
Know-how in photonics

A company from Lombardia is a partner in major European projects, above all in aerospace

With its almost thirty comprehensive years of experience - starting first from micro-technologies, and then moving on to the direct development of photonics technologies - from the start of this decade, Cordon Electronics Italia has changed its operations in the sector. It now supplies companies which work with photonics and micro-waves. “We supply innovative solutions from development to engineering and manufacturing, making us a truly unique company in Italia”, explains Antonello Vannucci, head of research and development in the Micro-tech division of this company from Lombardia. Cordon Electronics has chosen to focus on research, participating in European projects based on photonics. “Our function is coherent with our know-how, the part regarding the integration and assembly of opto-electronic and photonic components and modules. And the work that we have done over the years gives us the credentials to be requested as a partner for the development of components to be used in space”. The most significant of these projects is Optima (Towards Demonstration of Photonic Payload For Telecom Satellites). Here Cordon is developing an integrated electro-optic transmitter to generate micro-wave signals inside a satellite. “This project has been the driver to open up many contacts with the main European companies which operate in the Space sector and to propose ourselves as a partner for the development of products based on integrated photonics”.

Nanoparticles against pollutants

Macro-molecules able to absorb toxic elements in liquid solutions

If a liquid solution contains polluting elements, is it possible to make nano-particles that are able to recognize them and absorb them? This is the challenge to which the Nanodrive Project must find an answer. The project is a Marie Curie Individual Fellowship awarded to Dr. Barbara Capone at the Science Department of the University of Roma Tre. “The first macro-molecules able to absorb pollutants in a solution have been made experimentally - begins Capone -. The part related to how to make the absorption selective is now proceeding. We are managing to design materials that are able to do this.” This aspect is not simple, because water-based solutions contain so many polluting materials, and filtering out just one is a very complicated from a chemical point of view.

“Our goal is to understand the mechanisms, in order to design molecular machines which are able to do this in a controlled manner.” It is also important to underline a series of important practical applications, and namely that “we have collaborations with various activities both in Europe and in developing countries - Capone concludes -. This is one of our great ambitions. And we are also moving into ‘green’ chemistry and the recycling of organic material.”
Thirteen young researchers, coming from various continents, are to work for the next two years, in different European Institutions, universities and others, to become the future designers of innovative search engines, starting from the way in which the theory of quantum mechanics tries to explain the user behaviour. These are the assumptions on which the Quartz project (Quantum Information Access and Retrieval Theory) is based, a Marie Skłodowska-Curie program in the Horizon 2020 of the European Union, of which the University of Padova is lead partner.

“The assumption behind the training that will be delivered to researchers is the following: those using search engines do not act in a rational way. In order to be able to predict their decisions, the researchers think that the most appropriate theoretical device to be used is the one connected to quantum dynamics, that is the one describing the behaviour of subatomic particles”, explains professor Massimo Melucci, project coordinator. “This is why our young students - selected in the first year of work among various hundreds of candidates applying to be part of such a project - will have to acquire a cultural background far more articulated and multidisciplinary than the designers in the past”. Therefore, this includes mathematics and logic, but also psychology and training activities and much more. “Using the project network the researchers can move, confront and learn to present their research to an international audience: a number of cross skills that are an integral part of their training. And when the project closes, they will have acquired a technical and cultural background higher than the ‘average’ researcher, which they will be able to use in various ways, beside the future possibility of designing search engines”. After all, even the background of these students is articulated: both as geographical provenience (three working in Padova, for example, come from China and India) and type of degree (there are mathematicians, IT engineers, psychologists and physicists). “Even for us professors - Melucci concludes - it is a definitely more tiring activity than the usual one, though much more stimulating...”
Small and powerful lasers

They are key elements of a project aiming at industrialising plasma accelerators

Accelerators producing high energy particle beams are exceptional devices, though having remarkable dimensions and being extremely expensive. For this reason, an H2020 project named “EuPRAXIA” aims at studying the feasibility of an infrastructure able to “compact” accelerators through a technological leap, thanks to a new plasma technology whose purpose is that of using very high power lasers, generating a “pre-industrial” product that will then be industrialised by future projects. Within the European consortium EuPRAXIA - led by the DESY laboratory in Hamburg - The National Institute of Optics of CNR in Pisa, for years at the forefront in the research with high power lasers and plasmas, coordinates the design of the EuPRAXIA laser system in collaboration with research centres and industrial partners in the sectors of lasers and high technology. “In fact, laser is considered as the innovative element supplying energy to the system we are currently designing - explains Leonida Gizzi of CNR: for this reason we need to build a compact and powerful laser system. Our aim is that of creating, for the first time, a machine that could work based on this principle: plasma technology is currently studied in the main laboratories in the world, CERN included and in Italy also at the INFN Laboratories in Frascati, a leading partner in the project. Our aim is to make such technology industrially accessible, creating a prototype meant for the future users”. The technology employed by CNR for the new laser is called CPA (from the English Chirped Pulse Amplification); and was developed by Gérard Mourou and Donna Strickland, winners of the Nobel Prize for Physics 2018. “This technology allows to build very powerful lasers that, - unlike the huge lasers existing in the US and France - present compact dimensions as they exploit the short duration of the emission and the repetition of the process”. In practice, an extreme peak power and high average power system that can be contained in a room: a true revolution for future industrial, environmental and biomedical applications of particle accelerators. For further information concerning the project visit www.eupraxia-project.eu, and CNR of Pisa www.ilil.ino.it.
Various experiments in nuclear and subnuclear physics require the transfer of large amounts of data per unit of time: from a few hundred to tens of thousands of gigabits per second. Experiments often take place in the presence of radiation, which can damage or temporarily impair the electronic instrumentation. The aim of the Roal project is to overcome this problem; the project is funded as part of the MIUR SIR programme, and hosted by the Physics Department of University of Napoli “Federico II” in collaboration with Istituto Nazionale di Fisica Nucleare (INFN) - sezione di Napoli and Laboratori Nazionali Sud. “ROAL intends to develop digital systems for high-speed data transmission - dozens of gigabits per second per single transmission line - that are reconfigurable, tolerant to the effects of radiation and able to repair themselves in case of malfunction” underlines the coordinator, Raffaele Giordano. “Re-configurability not only allow systems to be upgraded once the experiment has begun, but it is also used to harden the circuits. The basic idea is to generate the circuit to be protected so that it has symmetry. The circuit itself verifies that this property is respected during operation: any deviation from symmetry is an error and must be corrected with a self-reconfiguration.” The results of the experimental tests on prototypes show that one of the techniques developed allows to extend the operating time by about 4 times in selected circuits. Experiments also include in situ tests at the CERN (Switzerland) and KEK (Japan) laboratories. “The project is nearing completion and we are very satisfied - ends Giordano -. In addition to scientific experiments, the results could also impact other areas where radiation is present: nuclear medicine, avionics, space applications, control and monitoring of nuclear power plants, monitoring of radioactive waste sites. Or, even in the absence of radiation, in the field of cybersecurity...”. Further information visit www.roal-project.it.
A few days ago, the 26th congress of the CGPM - the international organization for units of measurement - has given a new definition to four of the seven fundamental units (kilogram, ampere, mole and kelvin), based on recent determination of fundamental physics constants.

The research group from the Luigi Vanvitelli University coordinated by professor Livio Gianfrani, has been dealing with this subject for years. Today he is the head of a Prin project (working also with the Inrim in Torino and the National Optics Institute of the Cnr of Firenze) to develop a refined method to implement the new kelvin unit for thermodynamic temperature. “The new definition is based on the Boltzmann constant - explains Gianfrani - and its implementation will be done through the observation of the spectrum of mercury vapors. We are the world’s leading group in developing this thermometric method based on the measurement of the Doppler width of a spectral line. The great novelty of this aspect is tied to observations done with a laser in the ultraviolet range. We will measure the thermal energy from the width of the line, making the project innovative not just in the field of metrology, but also atomic physics.”
Magnetic technologies for algal biomasses
An innovative photobioreactor will allow for a strong growth of the sector

The development of biomasses, as well as their potentials in various production and energy fields, can be now considered as rooted in our economy, usually starting from agriculture. But some biomasses exist, both sea and fresh water ones, used in various domains: from pharmacology to cosmetics, up to the production of fish feed. Today, a H2020 project called “Valuemag” aims at developing innovative solutions for the production of micro algal biomasses: it is based on magnetic nanotechnologies, that is growing micro algae inside a magnetic photobioreactor that has been built for the purpose. “It represents a system that will allow to minimise the water volume needed to reduce the collection time of algae”, explains professor Dino Musmarra of the University of Campania “Luigi Vanvitelli” that, together with Enca, represents Italy in the large European partnership of the project.

The first years ended with success, and Valuemag has two more years ahead to meet its goals: among which we can include the production of molecules for the involved sectors (pharmaceutical, food, cosmetics) and the possibility to turn the photobioreactor into an appealing instrument for European industry.

The added value of disused solar panels
Today they are electronic wastes, though the materials can be reused

What happens to photovoltaic panels once they are disused? They are currently disposed in a dumping ground. Starting from now to 2025 an exponential growth of such wastes is expected and, therefore, it becomes important to find an alternative solution. The European project “ReSiELP” aims at recovering silicon and all other materials present in disused photovoltaic panels. ReSiELP is an Up-scaling Project of EIT Raw Materials, consisting of various partners, (https://eitrawmaterials.eu/project/resielp/), among which the Metallurgy team of the Industrial Engineering Department of the University of Padova. The team of Padova, after implementing a process that is meant to separate the materials composing the panels and obtain them with a high level of purity, designed and is currently building, in collaboration with the other partners, a pilot plant that is meant to treat 150 tons/year of photovoltaic panels, through an environmentally sustainable process that is also economically favourable. All the recovered materials will be valorised: aluminium, silver and copper will be resold; glass will be recycled as building material; metal silicon will be purified and reused for new photovoltaic panels.
The third International Space Forum was held on 1st November in Buenos Aires, organised by the International Astronautica Federation and by ASI, in partnership with the Argentinean government and their space agency, Conae. The forum is now at its third edition, after the launch in Trento in 2016 and the African Chapter of Nairobi last February. And it has chosen Argentina to write the third chapter of a story that wants space, university and industrial realities to work together for a sustainable development: the Latin and Caribbean chapter. Top training, management of natural resources and disaster prevention, space cooperation: these were the three topics discussed by the representatives of the 18 countries of the area attending the forum, complemented by ESA, NASA and the various other space agencies from all over the world. Finally, a unanimous vote was given to a document on the goals that the attending countries will pursue to give an impulse to the creation of a cooperation network that could favour a sustainable development, within space activities. “The success of the forum - comments Roberto Battiston, president of ASI and creator of the event that saw the attendance of most of the countries in this area, is the evidence that what we decided to create starting from the first forum held in Trento, is currently being accomplished. There is hunger for space: and space is an extraordinary opportunity for an important and sustainable development.”

These kinds of forums are an extraordinary example of what is defined as Space Diplomacy. “We start from space training at a high-medium level in a context where Italian experience, but more in general the European one, is a perfect driver for the growth that, howe-
ever, must be able to connect to the industrial sector. We are expected to combine training and experience to allow this development process to follow the fastest and most innovative path.” The choice of Buenos Aires and, more in general, of Argentina has its own reason in the very close relationships of space collaborations between the two countries. Recently, Argentina has launched into orbit the first of the two monitoring satellites of Earth Saocom, giving birth to the Italian-Argentinean constellation of Earth monitoring, Siasge (Italian Argentinean System of Satellites for Emergency Management). “Sisge and the Saocom satellites - Battiston continues - are the fruit of an idea conceived more than twenty years ago, accomplished with tenacity and patience, with a strong Italian and Argentinean financial contribution: the first data obtained by Saocom satellite shows the great technological and scientific capacity. The result of the aggregate with the Cosmo SkyMed data represents a uniqueness in the world that will have both scientific as well as commercial impacts.” “The cooperation with Italia - adds Augustin Campero, undersecretary of the Argentinean Ministry of Education, with a delegation to space, is very important for our country. We have great expectations that go beyond what we are already doing together, with the launch of the satellite Saocom 1 and the incoming one of Saocom 2, but that could also concern a possible Siasge 2 constellation, an ambitious and important project for the future of our country that will expect from us a very intense collaboration work.” “Italia - underlines Raul Kulichevski, managing director of Conac - has always been extremely involved in our space activities, starting from the SAC-C satellite. We believe the we could still do excellent things together, starting from the possible Siasge 2 constellation, thanks to an increasingly closer cooperation.” Siasge constellation represents a unique reality in the global landscape with its X and L band radar satellites, able to obtain complementary data of the same subject and then supply manifold and detailed information of the subject itself. Such data also has an enormous commercial value... “There is an ongoing confrontation for a possible agreement between the e-Geos and Veng companies, an Italian and an Argentinean enterprise - Kulichevsky adds; this underlines how there is a wide confrontation also on the commercial issue connected to the Siasge constellation. This because, if, as said during the Forum, supplying basic data is very important, producing aggregate information is even more critical. And the experience of e-Geos in the marketing of Cosmo data encourages us to find the right methods, such as a joint venture between these two companies, as the huge marketing potential that Siasge data has can be fully expressed.” “The joint venture between e-Geos and Veng - Battiston concludes - thanks to the support to our governments, will represent the destination point of a great idea that is being interpreted in a very modern economic and industrial implementation, at the same time very innovative and valid.”
For many years now there has been a pan-European infrastructure dedicated to oceanographic data, called SeaDataNet. This is an essential reality for every type of information related to the European Seas. Just think, today its site, www.seadatanet.org, contains over two million datasets of physical oceanography, chemistry, geology, bathymetry, geophysics, and biological data, which for the most part is freely accessible. But the technological world is changing so fast that there is now the need for a massive operation of infrastructure renovation, with an extension of the typology of the data and additional available online services using cloud technology and High Performance Computing. This is the goal of the SeaDataCloud project, a H2020 where 56 partners from 29 countries are participating. It involves all the seas of the European continent, and ENEA is among its partners, through its S.Teresa Marine Environment Research Centre. “Our centre is one of the data producers - explains Leda Pecchi from ENEA -. Improvement of infrastructure through this project can serve a vast group of users - from scientists in the marine environment to companies operating in the private sector -. All users will be able to use new avant-garde services that are going to be available to ease the data access and give more on-line functions for data processing.”

The cities resilience

Working towards safer urban areas, able to adapt to changes, including climatic ones

According to an estimate, in 2050 about 70% of the world’s population will be living in metropolitan areas. Cities must therefore become more resilient, able to adapt to climatic changes and protect themselves from events which can strike them. New strategies are needed. Strategies which involve, in a coordinated way, all the stakeholders. This is the subject of the EPICURO project, funded by DG ECHO - coordinated by the City of Vicenza in collaboration with EPC-European Project Consulting srl - and which involves also Vejle, Alba Iulia, Skopje, and Salaspils. Each city built a work team, responsible for selecting good practices and identifying pilot actions. The results will be presented in London in December. “For Vicenza, prevention is the key word. Eight years ago, the city faced the trials of a flood, while at the end of October bad weather destroyed entire forests on our mountains. We are well aware of climate change impacts and how it is necessary facing them”, affirms the mayor, Francesco Rucco. Activities carried out in the last two years have given excellent results, with great participation, even from schools. “It is significant how different cities have learnt from each other, finding reciprocal inspirations, underlines Federico Carollo from EPC. The exchange has brought advantages to all, identifying new features and improvements.”
Out of all natural disasters, the most common cause of death and destruction is not earthquakes (as one might intuitively think), but the wind, especially in those countries affected by tropical cyclones, so much so that the UN has recognised the wind as the strategic element for world safety. Though much is known about cyclones, the other phenomenon connected to wind devastation is less studied, namely, thunderstorms. Launched about a year ago, the Horizon 2020 "Thunderr" project is an ERC Advanced Grant that intends to study thunderstorms and their effect on buildings: staff of the Department of Civil, Chemical and Environmental Engineering at the University of Genova is studying this topic, coordinated by professor Giovanni Solari, who has been a luminary in this field for many years and already has several projects to his name, which the present one runs from. "I have never seen a high-rise building fall because of the wind - the professor begins - whereas, every day, medium-low constructions collapse such as cranes, roofing structures, warehouses, and pedestrian walkways: and in 95% of cases this happens during a thunderstorm. Starting from here, we would like to refocus on the safety and economy of constructions, developing new methods of engineering calculation and shifting costs where they are needed. Perhaps the idea is ambitious, but let's see how far we can get." To begin with, staff from the Dicca have bought a very rare instrument - a sensor that measures wind with a radius of 12 kilometres and have installed it in the port of Genova. A group of young postgraduates will have the task, over the next four years, to study the data, while the cooperation with other universities specialised in storms, wind or meteorology (Western University in Canada, the University of Eindhoven and the University of Berlin) will also be instrumental to understand if thunderstorms are increasing in number and growing in intensity, in the context of climate change. The project website is already online, www.thunderr.eu, where the current progress can be viewed.
Resilience to liquefaction

How to tackle a phenomenon that arises during some earthquakes

Liquefaction is a phenomenon possibly occurring during an earthquake (such as in Emilia in 2012): it happens in specific conditions of sandy subsoil strata. In these cases, buildings may collapse and rotate upon themselves, becoming absolutely unusable due to the effect of a momentary loss of resistance of the soil on which the buildings had been built. The H2020 “LIQUEFACT” project (www.liquefact.eu) studies the risks of this phenomenon, above all for critical infrastructures (hospitals, main roads, piping), to find techniques appropriate to increase resilience. In the wide ranging European partnership, a Geotechnical research group in the Civil, Architectural and Environmental Engineering Department at the University of Napoli Federico II led by Alessandro Flora coordinates - together with the Structures group - the part of the project that studies innovative techniques to strengthen the soil: improved density, addition of fine particles, introduction of drainage systems, induced partial saturation. “All techniques were tested at first in laboratory, then with a reduced scale model, and lastly in a field trial at Pieve di Cento (Bologna) - explains Emilio Bilotta at the Federico II University -: here we measured the soil’s behaviour, simulating a liquefaction and applying our techniques.” In Roma, next June, a conclusive conference will be presenting the results.

A know-how
to generate value added

Tecno-Beton: patent solutions born from collaboration with customers

An enterprise, Tecno-Beton, that plans and constructs batching and concrete mixing systems for large-scale construction companies, cement works, ready-mixed concrete works. Founded by Livio Betelli and Simona Bianchi, the business centred in the Bergamo area is driven by a great passion for the trade and propensity to innovate. An enterprise with the ability to plan industrial systems featuring a high standard of efficiency, implemented by technical solutions often made to measure. An excellent example is the Rcs system (Recycling Concrete System). As the owners explain: “we tackled the problem of recycling the washing water coming from concrete mixer trucks to replace the fresh one used to produce concrete.” During the production stage a great deal of concrete residue and washing water comes from the mixing systems and concrete mixer trucks and its disposal is a problem for the environment. We studied and developed an effective in-house solution through the Rcs system. “Experimental research highlighted the effect of using recycled water, drawn from the innovative Rcs system, on the rheological and mechanical performances of concrete, confirming the possibility to use recycled water coming from washing concrete mixer trucks to make new concrete. By correctly assessing the content of solids dispersed in the water and introducing appropriate corrections to the composition of concrete, to account for the quantity of fine particles introduced with the recycled water, it is possible to make concrete with rheological-mechanical performances absolutely similar to those of concrete made with fresh water.” Concludes Betelli. And the innovative projects will certainly not finish here, but will also continue in the future!
How to adapt to environmental changes

Combining weather forecasts and risk assessments, a software will help decision makers over the next thirty years

Climatic changes - such as “water bombs” or heat waves - are now a central issue for the contemporary society. However, if today the changing climate influences various aspects of our life, how is it supposed to affect it over the next decades? And how are we expected to relate to it, mainly in terms of urban and territorial planning? The answer to such questions is the aim of the European Horizon 2020 project named “Clarity”, with a consortium of 17 partners where the University of Napoli “Federico II” (whose prestigious Plinivs-Lupt Research Centre has been operating for years, dealing with the vulnerability of the territory to natural hazards) plays a central role. “Our aim is to build a climate service based on a theoretical model, that can be interfaced via the web to inform all the stakeholders on the impacts and the risks of climate change over the next thirty years, so as they can adapt their interventions to such forecasts, like, for example, when they design a district or a building”, explains professor Giulio Zuccaro, scientific responsible for the Research Centre Plinivs-Lupt and “Clarity” coordinator for the University of Napoli. In order to accomplish such a task, we do not need a crystal-gazer: it is instead important to combine the work of climatologists, based on probability, with that of researchers studying vulnerability, risk and impact. “Our aim is to connect the various competences and therefore build a digital system that could be useful to all, on a European scale.” With an approach that also takes into consideration economic sustainability: a part of the web platform will be general and accessed for free by anyone; for further information - that is for a level that will indicate in detail some risk parameters, such as the economic damage or the casualties in a specific climate change scenario - the stakeholders could request, after paying a subscription fee, “expert” services to the European Consortium that will remain active for this purpose also after the completion of the project. In the meantime, over the next few months, some experimental applications are envisaged in four European areas (in Italia, Spain, Austria and Sweden): among these also the metropolitan city of Napoli.
Let there be a better light

A European-scale work on the mapping and definition of the criteria connected to high quality and efficient lighting

It may seem strange, but there is no specific regulation on a European level as for supporting more efficient technologies for the lighting of roads and indoor tertiary. This is why the European Union has financed a H2020 project - “PremiunLight Pro” shared by partners of ten countries - whose main aim is the mapping of good practices: and therefore the creation of a European database and guiding criteria meant to orientate the future market choices. “The sector was really little regulated, with no labelling systems also for public works - confirm professor Lorenzo Pagliano and Andrea Roscetti of the Politecnico of Milano, Italian partner of the project -. The preparatory work, already completed, was thorough: for each of the involved countries we monitored the market players (from the research institutions to the installer, as well as all intermediate levels) and the entities promoting the installations, both public and private. We published the guidelines, the materials to be supplied to experts and we are carrying on the not always easy contact work with administrations and companies, engaged in procurement, incentives and white certificates in order to improve the future delivery criteria.” Over the next period, which will lead to the conclusion of the project, the results will be finally presented in various public events.

The innovation in photovoltaic

A big plant that is being built in Catania can bring the leadership in this sector back in Europe

A big manufacturing line of photovoltaic cells and modules, based on a double sided innovative technology: cells are encapsulated within two “glass-glass” bars, then they take the light both from the sun and from the reflections of the back side. This is the goal of the “Ampere” project - a 14-million Euro H2020 that is currently being carried out in Catania at the Enel Green Power site: the leader of an authoritative European consortium involving research centres and nine industrial partners (namely the whole production supply chain in the photovoltaic sector). Among the Italian partners, we also find Cnr and Enea. “It is a very important project - Massimo Izzi of Enea explains -: just think that in 2017, when it started, it was the only one financed by the Eu on photovoltaic.” From the technological point of view, it is a cutting edge plant that can serve as a critical drive to innovation. “Our aim is to win back the leadership that the Eu has lost over the years, to the benefit of China and India - Izzi concludes -. With Ampere innovativeness could be reintroduced in Europe, thanks to the heterojunction technology which is known on a laboratory level, but has never been applied on an industrial scale.”
The underground is considered as a big accumulator of thermal energy. Harnessing geothermal energy for the air-conditioning of buildings is possible thanks to its stable thermal conditions in soils, and to the ground temperatures being very close to those set to provide comfort in buildings. It represents a source of free, renewable, ubiquitous energy which is neither intermittent or variable like the sun or the wind. Despite these benefits, geothermal is still little used due both to the high cost of drilling and installing the ground probes and because of the lack of knowledge of engineers and end users. This is the case in Italy and other emerging markets, whilst in Northern Europe the technology is widespread. The ongoing “Cheap-G-SHPs” project, a 4 year project funded under the EU-H2020 programme and coordinated by the Institute of Atmospheric Sciences and Climate of CNR in Padova, has two principal aims: designing more efficient and cheaper systems as well as disseminating information and training among the stakeholders (engineers, designers, end users). “We must also confirm and demonstrate that it is a safe, mature and proven technology. This has been achieved through the pilot plants competed over the course of the project”, underlines Doctor Adrianna Bernardi (project coordinator), in partnership with the University of Padova, with Professor De Carli (thermo-technical expert) and Professor Galgaro (geological expert). The project case study sites showcase the design and building of a new probe types that allow thermal exchange in soils to be achieved with greater performance compared to those currently available on the market. A new patented drilling technology has also been developed. Designer of the innovation, Mr. Pockelé, Engineer at R.E.D. Srl explains “the technology has proved to reduce costs up to 30%”. Bernardi adds that “heat pumps represent the other critical component of the plant. The new high temperature prototype developed by the project is three times more efficient than other heat pump units. This represents a major advantage during renovation works, allowing existing heaters or fancoils to be maintained, a typical feature, for example of historical buildings.” Moreover, the project has also developed specific software, targeted at two levels of users: advanced, for designers and engineers, and simplified, to attract those users who are not experts.

The successful outcomes of this project have allowed CNR-ISAC, with almost the same partnership, to win a subsequent project which continues the development of the innovations that are currently being completed but focusing on the application of these to buildings being renovated, in restricted spaces, in particular on historical buildings and highly urbanised environments. These applications stand out at demonstrating how geothermal energy is the renewable of the future.
Improving the energy efficiency of administrations

Energy efficiency is certainly a priority for all public administrations of any level and at any latitude. This is also true for Europe: this is the reason behind a H2020 project, currently being completed and named “PUBLEnEf”, that involved 13 partners in 11 different European countries, whose aim is the research for new practices, as well as the definition of governance instruments to be supplied to policy makers in order to increase the energy efficiency. A complex work - to be shared thanks to a suitable portal and a number of networking actions - whose added value is represented by an accurate “mapping” of both barriers and the needs of public administrators. The protagonist of such activity is also the Italy’s National Agency for Energy Efficiency of ENEA, operating on two levels. “Our first task was to collect, classify and ‘metabolize’ all the collected material, according to parameters and scores that could lead to a ranking, for various sectors and then on different levels - explain Alessandro Federici and Pietro Falconi of ENEA -. The domain is that of the public administration, both local and central: the information collected has been divided on a local, regional and national level and then the most relevant issues have been identified, borrowed by the European Directive on energy efficiency”. Beside this, ENEA (like all other European partners) operated on two case studies, involving two Sicilian administrations of quite different sizes: the municipality of Catania and Castelbuono, a hinterland town in the Palermo area. In synergy with the national information campaign “Italy in the A class” both locations hosted widely attended initiatives whose results are encouraging. “The great added value is just the perspective of overcoming the barriers that are present on the local level, in particular in the very small municipalities, in terms of available information and technical competences to devote to such issue. We are extremely satisfied - Federici and Falconi conclude - for ENEA it was a team success, also on the level of collaboration with the involved territorial offices of the Agency.”

FROM THE LEFT ALESSANDRO FEDERICI AND PIETRO FALCONI
Digital technology in schools

A new tool developed by the European Commission helps fill the current gaps

It is called Selfie, but it is not a mere self-portrait. Rather, it is a self-reflection tool allowing schools to measure their progress on the use of digital technologies.

“Digital knowledge is indispensable to succeed in life, and in the future 9 out of ten jobs will require digital skills”, explains the European Commissioner for Education, Culture, Youth and Sports, Tibor Navracsics, who is also responsible for the science and knowledge service of the European Commission, the Joint Research Centre (JRC).

“People must be able to use new technologies confidently. And schools play a key role in teaching the right competences from childhood.” However, there are still many things that could be improved. “The integration of digital technologies in the learning agenda remains a challenge for many schools. The mere presence of digital equipment does not lead to better learning results.”

In order to improve, schools need to have a good understanding of their progress on teaching in the digital era. “The new tool allows them to do that, by helping them identify gaps and weaknesses and to reflect on how to improve them.”

Selfie is a free online tool to look at the different factors influencing success in digital education: strategies, educational practices, infrastructure, curriculum and students’ experience.

The tool asks a series of questions to school managers, to teachers and to students: “listening to the voice of the whole community is a critical activity.”

The reach of this voluntary and anonymous tool is one of its strengths: in 2017, 650 schools located in 14 countries tested the tool, and gave very positive feedback. “In October, the European Commission released the full version of Selfie, available in all 24 official languages of the EU. Now any school can register and use it for free. Our aim is to reach one million users by the end of 2019. Though it may seem an ambitious goal, we are confident that we’ll reach it.”
The Telethon Institute of Genetics and Medicine (TIGEM) is a multidisciplinary research Institute devoted to the study of the mechanisms underlying rare genetic diseases and the development of new therapies. Founded twenty five years ago by its current Scientific Director, Prof Andrea Ballabio, and the Fondazione Telethon, the institute is one of the most important centers for fundamental life science research in Italy.

A reality which has been continuously functioning at the forefront of competitive research. “We are currently working on very important projects - the director explains - the first that I would like to mention is a project...”
focused on the “undiagnosed diseases.”
Several patients suffering from genetic diseases are still lacking a diagnosis: these patients and their families have no idea of the nature of the disease that afflicts them and travel around the world looking for an answer.
“Thanks to new ‘DNA sequencing’ techniques we can now very quickly and accurately analyse the genome of these patients - Ballabio says - to date we could identify the gene involved, in, at least, 50% of the cases we analysed. In addition, we are also experimenting new therapies, such as gene therapy, in which genes are used as drugs.
Healthy genes are introduced into viruses that were deprived of their pathogenic potential, these empty viruses are then used as vectors to transport the healthy gene inside the cells.
“This technique has already been used in several cases: we are currently conducting a clinical trial to cure, for the first time ever, a very rare genetic disease. The clinical trial has begun and, so far, has involved four patients, with very encouraging feedbacks.”
The high level of research developed at Tigem is also confirmed by its capacity to attract prestigious funding. To date, Tigem investigators have been awarded 12 European Research Council grants.
“A very important result of our Institute, extremely difficult to achieve - Ballabio proudly underlines - in recognition of the value of such grants, the winners are eligible for university positions. Thanks to a strong collaboration with the Federico II University of Naples, TIGEM ERC winners have been appointed as professors, a very important result for both investigators and the university.”
S
ome years ago, the resear-
ch group of the Institute of
Haematology of Perugia, co-
ordinated by Professor Brunange-
lo Falini discovered the acute mye-
loid leukaemia with mutation of the
nucleophosmin gene (NPM1): that
is the most frequent form of acu-
te leukaemia representing
nearly a third of all cases of leukae-
mias. Thanks to the award of an Erc
Consolidator Grant/H2020 named
“ContraNPM1AML”, professor Ma-
ria Paola Martelli - a haematologists
belonging to the same group - is le-
ading a project whose aim is finding
a therapy “tailored” on this type of
leukaemia. “It is in any case, an acu-
te leukaemia that, as such, inva-
des the bone marrow and the blo-
od, and, unfortunately, often leads
to death, but with biological cha-acteristics different from all the
others - Martelli explains -.  Its pe-
culiarity lies in the genetic lesion
that makes it unique determining
its biological characteristics and
the behaviour of the disease in re-
sponse to drugs. This mutation mo-
difies the protein, changing its po-
sition inside the cell: it is contained
in the cytoplasm and not in the nu-
cleus. And this certainly alters some
balances.” If we could hit the muta-
ted protein, we could probably cu-
ure the disease: but the protein do-
es not present points that can be
easily attacked. “We must find ele-
ments of vulnerability - the profes-
sor continues, but it is as if we had
to look for a needle in a haystack: we
are looking for an X factor that we
do not know, able to represent the
“door”, the Achilles’ heel. Therefo-
re, the project envisages on the one
side the search for any genes essen-
tial for the growth of leukaemia and
on the other the search for a drug,
the bullet that could hit the identi-
fied target.” The staff led by Martel-
li has three years and a half of work
ahead of them and shows optimism.
“We have a deep knowledge of the
disease because we have been stu-
dying it for 15 years now and we ha-
ve already identified some drugs ha-
vying a more specific effect against
this form of leukaemia. The joint
action of research and clinical medi-
cine behind our work is critical: an
interdisciplinarity fundamental for
such a project...”
Combining specific competences in neuroimmunology to the cardiovascular domain can lead to important innovative results for research. On such a basis, professor Daniele Carnevale - who has been working in the sector for years - won a European Project within the “ERC Starting Grant” program, meant for young researchers within 7 years after completion of the PhD, for the project entitled “A neurosplenic pathway coupling Immunity and Hypertension - SymPAthY”, whose aim is to understand how the nervous control of the immunological response can lead to the development of cardiovascular diseases. “It is considered one of the most recent research fields”, Carnevale underlines, who is currently working at the Department of Molecular Medicine of Sapienza University of Rome (in Pozzilli, the Molise section at the IRCCS Neuromed, an excellence Institute for health and research).

“We have evidence that the immunological response not only leads to organ damage (for example hypertension can lead to long term consequences for heart, brain and kidneys), but it can also contribute to the development of cardiovascular diseases. Indeed, today there are many therapeutical options to treat hypertension, and it is possible to keep blood pressure levels under control, but it is critical to understand the mechanism which causes the related organ damage and where it altered.” The project - started a year ago and expected to develop over the next four years - is divided into three main parts. The first, mainly neurocentric, “in which we aim at identifying the brain areas involved in the response to cardiovascular challenges and how these stimuli are transmitted to the immune system”, the researcher explains.

The second, dedicated to understand the molecular mechanisms at the basis of the immune response in specific organs, such as the spleen, and to investigate if those mechanisms could potentially be modulated by novel therapies. And then the third, “the one that should allow us to develop new therapeutic instruments - Carnevale concludes -; once the immune system is activated for the onset of cardiovascular diseases, we must understand how it interacts with the most typical organs of the cardiovascular regulation to change their function, leading to blood pressure increase and contributing to organ damage.”
Heart failure: a revolutionary diagnosis

Heart failure is a disease affecting about 26 million people in the world: its diagnosis is not always immediate and implies the performance of highly expensive laboratory analyses. However, today the Kardia Tool project - an H2020 project including 14 partners coming from nine European countries and from one state of the US - is currently implementing a system that could revolutionize the heart failure diagnosis. The device that is currently being developed is based on the application of sensors capable of identifying and measuring some selected biomarkers in the saliva: in practice, they will introduce samples of the patient’s saliva into a “point-of-care” device, that is portable and can be used in any surgery, inside which a laboratory on a chip will provide a diagnosis in a short time. “It is a small device integrating a remarkable number of sensors, actuators, microelectromechanic, micro-electronic biochemical systems, along with functionalized magnetic nanoparticles”, explains Maria Giovanna Trivella, scientific coordinator of the Milano-Niguarda section of the Institute of Clinical Physiology of Cnr, one of the partners in the project. “In addition, a decision software will be made available based on predictive data, able to give information connected to the diagnosis of heart failure”. “The physician will decide whether to send the patient home or intervene based on the clinical data supplied by the device”, confirms professor Roger Fuoco, of the Chemistry and Industrial Chemistry Department of the University of Pisa, in his turn partner of KardiaTool (and, for years, of other research projects carried out in collaboration with Doctor Trivella). The more accurate and precise the information supplied by the device, the higher the probability that the decision made by the physician is correct. “We are halfway between the instrument and the physician: our role in the project is the validation of device response in order to generate the highest quality information. So far, no analytical procedures exist to identify some selected biomarkers in samples of saliva. This is why we are developing such methods that, over the next two years, when the device is ready, will be used to carry out pre-clinical validation of the prototype.”

MARIA GIOVANNA TRIVELLA AND ROGER FUOCO
High blood pressure, or arterial hypertension, is a major cardiovascular risk factor. To improve patient care, the ENSAT-HT project aims to identify specific biomarkers for different forms of arterial hypertension due to excessive hormone production, which can be treated by targeted therapies. The project brings together fifteen partners from Europe and one from Australia. The lead partner of the project is the French institute INSERM, under the coordination of an Italian, Maria-Christina Zennaro, who is a research director at the institute. “This is a difficult project”, explains Zennaro. “High blood pressure is very common. ENSAT-HT is using an approach usually used in cancer biology, and therefore very innovative in the field. The goals are multiple. The research part aims at identifying specific biomarkers by screening a large number of selected patients followed by bioinformatic analyses. There will be a component on technological development, focusing on future industrial projects. However primarily, the project aims to develop a simple test that would enable patients with endocrine hypertension to be screened anywhere, allowing the general practitioner to perform the test and refer affected patients rapidly to the appropriate center. For more info see: www.ensat-HT.eu/; www.youtube.com/watch?v=-5VxDFClmx-tg.

Software for stents
An innovative system will make the creation of bio-absorbable devices easier

Stents are tiny artificial structures made of special metal alloys and are used to expand the coronary artery when it is obstructed by a plaque. Recently, bio-compatible polymers were used to block the development of the plaque. It would be reabsorbed into the body with the passing of a few years. Today, a H2020 project called “InSilc” intends to create a platform which can develop stents in an easier and more economic way compared to the present methodology, eliminating many stages: the laboratory tests, experiments on animals, and maybe in the future, even those on man (which today are obligatory). Among the partners in the project - under the guidance of the Greek institute, FORTH - is also the Institute of Clinical Physiology, IFC, in Pisa. “We deal with in vitro evaluations, with cells, of the new stent, then providing data to the project’s software”, explain Gualtiero Pelosi and Federico Vozzi at IFC. The development of this platform, and therefore the ability to also replicate the stent on a future industrial scale, is our prime objective at InSilc. “But equally important is the help that doctor will receive, thanks to software, choosing the type of stent to use in each single patient.”
The integration of disciplines

Salerno will become a benchmark for omic sciences

The University of Salerno set the goal of becoming the International benchmark for the so-called “omic sciences”: those, as defined by Treccani encyclopaedia, “using analysis technologies allowing for the production of information (data), in a very high number and in the same range of time, useful for the description and the interpretation of the studied biological system.” In order to do so, the integration of several disciplines is considered important: “Following my election as director of the Pharmacy Department - professor Pietro Campiglia explains - I am now going to coordinate the know how of my colleagues, about sixty, and then create an interaction with the Departments of Medicine and Information Engineering: this is the real challenge of the academic world. First of all, we must integrate the approach deriving from different competences (chemist, technician, physician, pharmacologist, biologist), then rapid analyses are required through the artificial intelligence in order to extrapolate the substantive data.” Namely, the Department of Pharmacy has been operating for years in several sectors: the traditional pharmaceutical chemistry; the innovative area starting from metabolomics (that is the identification of metabolites, a target for the early detection of pathologies), and a part of nutraceutics that is having an important impact both as research and innovation, and in economic terms. “We are trying to put together these different realities on such issues, like for example cancer - Campiglia continues - Starting from the molecular diagnostics that could classify the dangerousness of a cancer to analyse how synthesis molecules and nutraceutics can slow down the cancer growth.” It is obviously an integrated system with on an international level research and with the companies working in the sector to be easily transferred to the industrial world. “It is not a single project, but it consists of twenty connected to one another: we want to create a system of precision medicine involving the research stakeholders, in the territory of Campania, but also beyond...”
The Medicine that tackles disasters

A dedicated academic centre, collaborating with WHO, has been training for years “front line” operators

The Università del Piemonte Orientale hosts a research centre specifically dedicated to humanitarian and disaster medicine: it is called CRIMEDIM and is one of the few in the World to be an official Collaborating Centre of the World Health Organisation. The Centre, led by Professor Francesco Della Corte, has been operating since 2007. The aim is to increase the resilience of health systems at both local and international level, towards disasters and humanitarian crises: natural (floods, earthquakes, tsunamis...), technological (railway accidents, collapsed infrastructure...), or caused by terrorism, wars and humanitarian crises. “Our ultimate goal is to reduce the number of victims as well as the sufferings caused by disasters - explains Luca Ragazzoni, scientific coordinator of CRIMEDIM -. We are achieving this objective through research and training projects at various levels: we organise master courses for managers and policy makers, but also PhD programs for new scientists interested in carrying out research in the field, as well as other trainings for health workers who must acquire all the basic competencies required for humanitarian missions. Well, we are a sort of bridge between the academic world and those who decide to go and work in the field, may be for such organisations as WHO, Médecins Sans Frontières and other national and international NGOs.” Over a little more than a decade, the training activities of the Centre have involved about four thousand medical and nursing students, both in Italy and across the World and almost a thousand physicians, nurses and policy makers at Global level. We should also underline that the role of lead partner that CRIMEDIM plays in some European projects has also favoured the ongoing initiatives. “DG ECHO finances two projects - Ragazzoni continues - which aim at training Emergency Medical Teams and European Medical Corps. The third is a H2020 called NO-FEAR, which involves 18 partners, meant to create a network of different stakeholders involved in emergency response to terrorism and disasters. Moreover, we are partner in a large-scale project together with Doctors with Africa CUAMM, financed by the World Bank with a grant of 13 million USD for the creation and implementation of the National Emergency Pre-Hospital System in Sierra Leone.”
Analysis of the allergenic potential of apples
A therapy to eradicate the problems connected to birch pollen

In many areas of Central Europe, allergy to birch pollen causes various troubles - conjunctivitis, asthma, itchiness - to more than 10% of the population. The only treatment consists in subcutaneous injections that must be continued for many months, with considerable distress for the patients. A team of Italian-Austrian researchers is implementing an easier, more genuine and tastier alternative: eating apples. The existing link is a cross reaction between the birch and the apple allergen: many individuals who are allergic to birch pollen are also allergic to apples. And so here is the ingenious idea: “the patient eats a certain amount of apples. While getting accustomed to the apple allergen he also gets accustomed to the birch one; and little by little he no longer suffers from such an allergy”, explains Thomas Letschka of the Laimburg Research Centre in Bolzano, one of the four partners of the “AppleCare” project together with the University of Innsbruck and the hospitals of Bolzano and Innsbruck. Some analyses are carried out on 25 varieties of apples to find the most suitable ones, also thanks to clinical tests on voluntary patients. “The goal is to implement the therapy. Then, in a second project, we will take into consideration the true medical part.” The “AppleCare” project is financed by the European Regional Development Fund and Interreg V-A Italy-Austria 2014-2020.

A solution for the homeless
Can we promote the spread of the North American method named “Housing First” in Europe?

The homeless phenomenon is a very widespread and is dealt with in different ways, based on the civic sensitivity and on the political choices of every single country. Over the last few years in Canada and in the US the working model “Housing First” has begun to spread out: it aims at finding a house to homeless through an interdisciplinary work team helping them to stabilize and to reintegrate socially. Thanks to the “Home_Eu” project, a consortium of partners belonging to eight nations is trying to understand if such a method can be applied also in Europe starting from the mapping of four key elements: the homeless, the actuated policies, the citizens’ sensitivity and the activity of social workers. The only Italian partner, the Department of Development and Socialisation Psychology of the University of Padova is in charge of this last part. “We are still collecting data, but the first results highlight that the North American method could give important results also in Europe, stabilising 80% of homeless people”, professor Massimo Santinello explains. “Much will depend on policy makers: our research can provide interesting and “clean” data and, therefore, clear indications. We hope it is complemented everywhere by concrete actions.”

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On-demand research and development

To translate the recent scientific discoveries in technological innovation

BrainTrends (www.braintrends.it) is an Italian applied neuroscience company, specializing in on-demand research and in developing technological solutions and virtual reality systems. The innovative nature of its services and products arises from the ability to interpret recent scientific discoveries in technological innovation, essential for modern industries to increase competitiveness, attraction and economic development. “Study how body and brain interact with the environment, machines or products enables to accelerate transfer of technology and methods towards sectors such as the automotive or mechatronic”, states Dr. Viviana Betti. Today, Brain-Trends boasts collaboration with industries of excellence in the Made in Italy: amongst the projects no longer covered by industrial patents, the development of the Lamborghini Huracán adaptive steering wheel, is worthy of mention. The company is also engaged in developing and implementing solutions to increase dyadic interaction between human operators and co-robots. Finally, in the last few years BrainTrends has become specialized in producing proprietary electronic instruments to analyze signals in real time (photo). The company is headquartered in Roma with a research laboratory at Ircs Fondazione Santa Lucia.

Dialysis at home

A device under development soon to ease patients’ lives

When kidney lose their function, today the patient has two types of dialysis to choose from - peritoneal or haemodialysis - both rather hard to endure. But scientific research is seeking to attain, also in this field, a more simple, domiciliary solutions: that is to say, by creating devices making it possible to carry out dialysis in an easy manner, staying at home, also thanks to a continual monitoring and direct contact via web with the doctor treating them. Setting up this new device - the size of a shoulder bag - is the goal of the “Weakid” project, an H2020 with Utrecht University its lead partner, assisted by the Dutch Nanodialysis enterprise, Servicio Madrileño de S_until and the University of Modena and Reggio Emilia. “We are at the end of the experimental stage on animals, with excellent results - professor Gianni Cappelli from the latter university (UniMoRe) tells us - and near to beginning a study on a small group of patients, followed by another one on a greater number. We reckon that this instrument should also reduce the main complications derived from peritoneal dialysis, linked with the possibility of infection and of becoming less effective as time passes.” In short, a revolutionary device for renal dialysis: which, at the end of the project, should be ready to put on the market ...
NevaBasic - Basic Assessment (for) Secure Innovation Compliance - is the model created by NovaFund to structure, organise, manage, and speed up acceleration processes of innovation within a company.

It is a professional tool designed to analyse a company’s innovation characteristics and to define the correct digitisation strategy.

It has been designed specifically for small and medium-sized manufacturing and service companies. Companies with special characteristics or that have specific logics, for example hospitals, non-profit organisations, defence etc. must be approached with models adapted to individual needs.

By applying NevaBasic to a company, for example manufacturing, its management will be able to fully understand the company’s ability to innovate, to measure its ability to tackle innovation processes, measuring the gap between the available resources (knowledge, machines, equipment, personnel, organisation, finance etc.) and those deemed necessary. The model focuses on the use of techniques for accelerating business innovation processes with particular attention to the digitisation of business processes from a 4.0 perspective.

Starting in 2007, participating as an Italian partner in the European Improve project and developed in collaboration with numerous European partners, the company has contributed to creating the European standard for Innovation Assessment.

But today the innovation train travels on new tracks: digitisation and Industry 4.0. It was vital to revise that model of assessment. “But not only - says engineer Lanciotti, managing director of NovaFund and manager of the Link Innovation Network - to be truly effective, it must fulfil at least the following characteristics, to be considered right from the design phase: being integrated with corporate compliance systems; being compatible with company information and IT systems, ensuring IT security”.

The process is organised into the following design and development phases: Initial Qualitative Assessment; Establishing an innovative development strategy; Establishing an activity and quantification programme; Establishing a resource retrieval programme; Implementation.

NevaBasic has been created to be a light and flexible tool, designed to demonstrate its usefulness even in small businesses, which it guarantees shall remain “in the running” in the digital evolution 4.0, without making them cumbersome with excessive requirements and diverting resources away from the main production activities. It is simple to activate, just contact NovaFund and arrange an in-depth meeting with one of the experts.

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**Innovation Assessment 4.0**

**NevaBasic, a model conceived by NovaFund for manufacturing and service Smes**

LUCILLA LANCIOTTI
The top safety collaborative robot

*Abb brings frontier innovation also in Smes*

YuMi, the collaborative robot with the highest safety standards. It is the product expressing the high innovation rate of Abb, a technological leader in electrification, robotics and motion control products, with operations in 100 countries, about 147 thousand employees and 125 years of history. “The safety elements in this type of robot are a fundamental aspect - explains Andrea Cassoni, general manager of Abb Robotics Italia - because the robot works in close contact with humans and without barriers. To ensure the safety of YuMi (in addition to adopting all the solutions required by current regulations) we have worked in two directions: in terms of software with solutions that allow the stop in a fraction of a second in the case of impact with something; in terms of materials, by covering it with soft padding, so as to mitigate any impact.” Created with the purpose mainly to be used in the electronics sectors where the elements to be handled are small and of little weight, YuMi is having a much wider application than expected, in areas such as cosmetics, accessories and all those areas where the components are limited in size, but complex to handle. YuMi, in fact, designed with two arms each composed of 7 degrees of freedom, has a wrist that can handle up to a kilogram. After joining large companies, today Abb’s collaborative robot is increasingly requested by small and medium-sized businesses, which seek with this solution to integrate or complete their own automation and digitisation process.

“The growth of the presence of collaborative robots in the production areas is destined to become exponential - continues the manager - and these robots will become increasingly versatile, simple to integrate in automated processes in total safety.” A perspective on which Abb is already working, developing YuMi in different directions. In addition to the two-arm version there is now one that has only one, it is also extending the range in terms of capacity (weight that can handle), and software, always ensuring a high degree of safety.
In this first encounter with the eCommerce, its advantages and criticisms we will bring out some food for thought, which we would like to develop further in the next issue in March. You, our dear readers, will be the ones to tell us how you are transforming your company, or show us proposals or weaknesses on the topic.
terms of the numbers and the market, creating points for reflection, which we will expand upon in the next issue in March.

It must be you, dear reader, to tell us how your company is transforming, or during a survey, to highlight proposals or weaknesses on the issue.

NOTHING WILL BE LIKE IT WAS

The growth of the online market in Italia is proceeding full sail ahead (up 15%), but this trend veils the real challenge that companies today face. We are facing a big change on the part of consumers, with whom we must set up a new mode of relationships. Knowledge of products has increased, along with information, contrast, and the freedom to choose. The role of the smartphone has become crucial, and it is foreseen that more than a third of purchases will be done through mobile devices.

Remaining competitive in a context in which customers can order a product at any time of the day or night, have it delivered to their home, and even return it if there are any problems or it is not what they desired, means rethinking the distribution system, and even the production one. Immediate delivery, cost of work, returns, digital payments, investment in technology, training of human resources... eCommerce is an opportunity, certainly, but also creates many problems.

And so it is right from here, innovation, that a manager and an entrepreneur should start. They must understand how to transform their company, how to digitalize it. They must take a new look at processes and skills, acquire new technological instruments, manage logistics which are much more complex. They must improve the resilience of their company when facing a market which continues to change with surprising speed.

The changes must necessarily involve producers as well. The classic models of the production line at the factory, must now be substituted by procedures that are able to respond in a quick and flexible way to requests for a few pieces in little time. In fact, a study conducted by Whistl in the United Kingdom shows that – when stock is all sold out – half the customers who were intending...
Growth of e-shoppers in the world

<table>
<thead>
<tr>
<th>Year</th>
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<tr>
<td>2016</td>
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<td>2017</td>
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<td>2022</td>
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Source: Statista, April 2018

Above all, they like to see a complete integration between physical channels and online ones. People like being informed on internet. They compare, and they choose, above all, on the basis of the price factor. If they can go to a store to touch the chosen product physically, this is all to the good. And therefore the most preferred distribution at the moment is that which allows consumers to find what they want on the internet, but also in a shop. They also like the convenience of a pickup with bureaucracy reduced to a minimum, the security and the user-friendliness of payment, the guarantee of satisfaction, and a simple way to return merchandise. Last but not least, they like quality packaging.

Up to now, we have spoken of B2C electronic commerce, but there is a whole other world to be explored. And it is equally promising and innovative – B2B eCommerce.

B2B ECOMMERCE

Even if B2C electronic commerce is developing faster and with a wider range, and namely purchases made directly by the final consumer through the internet, even the B2B channel is a management strategy that is worth considering. But what exactly is this? B2B e-Commerce is a type of business that is addressed to other companies. Here every single aspect of the transaction is closely followed in order to obtain the best product at the lowest prices. Just what a purchasing office does. If you think of a company as if it were a single final consumer in the world of B2C eCommerce, then the dynamics are the same: you study the offer, compare the prices, you choose, and
B2B e-Commerce: the advantages

1 Agents and sellers become consultants able to respond quickly and punctually to the client’s request.
2 Data on customers and on products (warehousing, inventory, and availability) are updated and made available across the whole sales network.
3 The order is automated, making it faster and the procedure leaner.
4 The brand is reinforced, showing that the company innovates and invests in improving services.

Penetration of mobile shopping

(Share of respondents)

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<tr>
<td>Asia Pacific</td>
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<td>North America</td>
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Source: Statista, April 2018

you buy. And yet B2B eCommerce is still seen with skepticism because the great ability of a good platform to ensure money and time savings is still not well understood, other than seen as simply speeding up procedures.

But let us look at the transaction from another point of view, that of the company who is selling. It is good to know that 49% of the companies that buy online, expect to find in B2B eCommerce, the same performance as in B2C eCommerce, and namely the possibility to find offers, discounts, or promotions that refer to themselves, and therefore, the experience of a one-on-one relationship. In addition, it is known that 52% of buyers expect to make at least half their purchases online in the next three years (source: Forrester Consulting). So what is needed to set up profitable B2B electronic commerce? Digitalization and training.

Let’s look at the numbers. According to the Electronic & B2B eCommerce Invoicing Observatory at the Polytechnic Institute of Milano, the B2B electronic commerce channel in Italy was worth 335 billion euros in 2017. It grew 8% (2017/2016), with a 67% increase on 2012. In spite of these results, B2B eCommerce between Italian companies represents only 15% of the comprehensive exchanges between companies, which amount to 2,200 billion euros.

As can be seen, there is much yet to do. If we look, however, at Italian companies which export, and which are more expert from a digital point of view, the values change greatly. 130 billion Euros to foreign companies on 500 billion Euros of comprehensive foreign transit, equal to 26% of exports. Some types of production contribute more (approximately 60%) to these general results: cars, electrical appliances and consumer electronics, pharmaceutical products, electric material, textiles-apparel, and general consumption. And so a profound thought – it is worth it to get to know the system well, to appreciate its advantages, and then, think about how to structure your company.

by Paola Orecchia
Consultancy world

Communication project by Alessandro Miani
Industry professionals have a lot to give to companies looking to the future

It has contributed to the Italian socio-economic development in the last 50 years directly and through the constant work of its members alongside and behind the scenes of companies and organisations that have marked a half century of recent history.

In short, this is one of the characteristic features of Apco, the Italian professional association of management consultants, which in 2018 has accomplished exactly fifty years of activity, counting almost 500 members, divided equally among freelancers and companies in the sector. A milestone remembered also while hosting in Milano in October the 6th International Conference of management consulting focused on “Building a sustainable world”, using as enabling factors, creative thinking, digital revolution and friendly and disruptive innovation. For 30 years it has been part of the International council of management consulting institutes. Cesara Pasci is presiding it from May 2017 and will remain in office for three years.
“Important business successes are the result of the work of consultants who act alongside entrepreneurs in the most diverse areas of the company”, says the president of Apco, Cesara Pasini, citing a range of specialisations: from business strategy to personnel management, finance and control, production and logistics and information systems, just to give some examples. “Recently - the president and professional of the sector continues - the area of maximum development is that linked to the digitalisation, to the accompaniment of the start-up and to the evaluation of the performances also in the public sphere.”

Consultancy is available everywhere, even if in general it is used more by medium and large companies, both in the form of professional services and in the involvement of consulting firms. “We represent all the channels through which we practice our profession - underlines Pasini - whose peculiar feature is that of being the bearer of structured methodologies for each area and innovation.”

Apco, moreover, deals with providing constant training to its historical associates and also to those who enter the occupational sector after having been, for example, business managers. In this context the courses are in line with the different types of consultancy and have been reorganised into basic and advanced courses. Apco, however, is not just training. The Association, in fact, by virtue of the Law 4/2013 governing the “non-chartered” professions is accredited by the Mise to the issuing of the Apco quality certification of consulting services for each member who has in their portfolio specific experience requirements and claims of work performed by customers. As the only Italian component of the International Council of Management consulting Institutes, Apco also awards the CMC (Certified Management Consultant) qualification, “the only one existing in the world on consultancy skills”, says Pasini. It is a recognition of particular interest for those working in international markets.” This certification, in fact, has value in all the countries in which there are professional associations belonging to the ICMCI, ie over 50 States among the most developed.

Apco also decided to focus on professional qualifications related to individual areas of consultancy and did so by creating “Communities of Practice”, ie groups of members specialised in different sectors. This is how the qualification for the “start-up mentor” was born and we are working to fine-tune the one for the consultants in digital transformation, while for the components of the public administration performance evaluation bodies, a training course designed by the public function was designed. Apco’s further commitment is that of young people, so that management consultancy is a working perspective for them too, and is not designed solely for those already experienced. “We are building agreements with some universities - explains the president - in order to develop specific training courses, given that today there is not yet a structured path in this area”.

“Furthermore, at the associative level we are trying to facilitate and qualify the access of young people into this world”. □
A professional, nearly an artist, who tailors a suit to fit perfectly, with services requiring particular attention. “Each contract stands on its own, keeping account of who is selling and who is buying”. The notary and lawyer, Cristiana Zorzi, with offices in Venezia and Mestre, highlights the essence of a profession which she has chosen with great determination and which she has been practicing since July 2006. The Studio shapes its organisation based on the principles of seriousness, speed, and skill throughout all phases of work.

Among the notary services, considering the complexity of interests at stake, there is a relative importance given to deeds for buying and selling of real estate. In this period, says the notary, Zorzi, “there is an increase in the requests from foreign clients looking at real estate in the historical centre of Venezia. Many foreigners decide to buy a second home here and ask for a “price deposit” officiated by the notary. A method which - she notes - protects the buyer and seller and gives better guarantees throughout the transaction.” In addition, “it allows for the limiting of risks, entrusting the notary with the management of the financial transaction as well, with consequential and evident advantages for the State as well, which is able to monitor all passages of money thanks to the notary.”

The practice of a “price deposit”, involves “increased responsibility - admits the notary Zorzi -, but also leads to more satisfactory results in assisting the client.”

Law 124/2017 (art. 1, paragraph 63 and following) provides for the buyer to request a notary officiate a price deposit until the transaction of the purchase contract has been completed. The new law, inspired by the current model in France, states that it is “asked by at least one of the parties”, the notary must keep in deposit the balance of the price destined for the seller, until the public formalities giving certainty of the purchase have been completed without gravamens. The amount is kept on a current account in the name of the notary, but completely separate from their business accounts, and is kept absolutely secure.

“The price deposit can also be useful in the case of foreclosure of a mortgage or repossession; a house subject to legal pre-emption; a house which is inaccessible; a house which has not been emptied of persons or objects; debts of the seller”, concludes the notary Zorzi.
Since 1997, Studio Pinaffo has been singled out by its high specialization in techno-juridical consultation regarding banking law and financial disputes. “The Studio draws up econometric reports of high quality and offers expert consultation to protect companies and subjects who complain about problems and critical issues regarding the banking system”, explains Tiziana Pinaffo, founder of the studio, financial analyst who is an expert in banking law and a technical consultant to the Padova law courts. The studio deals with themes such as the reduction of bank debt, the contestation of loans for the illegitimate debiting of interest and banking commissions, usury, and much more, all the way to challenging critical reports regarding Central Risks at the Bank of Italia. “Surveys at the Central Bank can present anomalies with respect to the true performance of the underlying loans or the real behavior of the bank user - explains the analyst. Even the sudden revocation of credit facilities, bad loan reports, or overdrafts often contain irregularities. In these cases as well, the Studio can assist the client to fight the deterioration of his credit rating, questioning the financial damage with the bank. The independence of the Studio is also a fundamental aspect, providing a guarantee to the client.”

Continual attention paid towards using means of communication and interaction with the client, with an eye to transparency and clarity under all aspects, from technical to economic, at the bottom of the work carried out at Giovanni Catanzaro law firm, with a central office in Venezia and a branch in Gorizia and set up to assure an effective link with each of the regions’ distinctive features. The firm is engaged, both in court and out of court, in defending and assisting individual persons and businesses, providing counsel in the civil and criminal field, with a propensity towards extraterritorial aspects. Criminal procedures, such as extraditions or European warrants of arrest, and civil procedures in the corporate-commercial sector, arbitrations, equipollence and acknowledgment of securities proceedings, sentences or compulsory rulings for foreign creditors are in fact handled with a certain regularity. An excellent network of collaborations has also been created for Italians requiring legal assistance abroad, aided by a team for translations in the English, Japanese, Arabian and Russian languages.

Bank litigation and corporate damage
The Pinaffo studio provides independent protection

Giovanni Catanzaro
From the mastery of great artisans of pens, precious tools to write. An exclusive and prestigious gift idea with a timeless charm.

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When seeking, buying or selling a valuable property, it is always the experience and competence of the property broker that makes the difference.

With its intimate knowledge of the territory and important relationships woven over the years, Logim Real Estate is today a reference point in Roma in buying and selling exclusive property - from luxurious apartments to prestige offices and luxury stores - all located in the centre of one of the world’s most beautiful cities.

Benefiting by a perfect corporate organization with all-round services, targeted market strategies and personal contacts with leading companies, Embassies and universities, Logim Real Estate has with time built up an international brokerage network, comprising the best possible buyers in terms of their dependability and solid personal estate.

Business philosophy is enclosed in three words: discretion, timeliness and efficiency.

“In the city of Roma - its President Giuseppe Gerace likes to say - we have written the best pages of the history and culture of living, making of excellence our modus operandi and the prestigious property market our main target.”

Guaranteed, successful real estate deals

Prestigious residences and offices: Logim Estate is the solution
A different approach that, through a predictive, intelligent and inexpensive model is able to support and relieve from responsibility the company managers and/or the owners of parks of metal structures such as: ranging rods, poles, pylons for telecommunications or the distribution of energy, wind blades, portals, highway flags and gates, besides bridges. We are talking of Smart Tower Control (STC), an innovative integrated system designed for the continuous monitoring and management of the conditions of metal structures. Today we can ensure the non collapse for each vibrating structure. “It is absurd that the responsibility should fall on the managers of those companies that, often, have no technical competences on the matter.” Ensuring the structure safety has always been the mission of Generoso Falciano, structural engineer, founder of Defa Ingegneria Srl, with which he has been operating for over thirty years. Today Defa is a network of intelligences, know-how and competences that has designed and implemented brilliant solutions far from the “classic” engineering, sometimes expensive and redundant. In Defa, technologies and electronics integrate supporting the human capacity in the field of structural engineering. Defa has built for STC also a dedicated IT platform, through which the stability and safety of the metal structure can be monitored and, in case, the relative warnings to intervene can be launched, following a prevention approach, with rapidity and on objective bases, as soon as the measurements report the triggering of a structural deterioration. This is possible through an advanced mathematic modelling analysing, updating and storing on a data base extremely high quantities of targeted information (Big Data) exchanged by a network and a generation of new digital devices. Finally, the most interesting cases are analysed by a cross-academic scientific committee created on purpose. “We have always been characterised, besides solidity and rigour, by our aggregative and innovative logic. STC represents the synthesis of all this and today, at ordinary costs, ensures the safety due to citizens”. Artificial intelligence, culture, experience and research that can be accessed in real time, with final technical answers: “This is the engineering of the future”, Generoso Falciano affirms.
The activity carried out by our Embassy, in synergy with the Italian Institute of Culture, Ice Agency and the Enit Office, to promote our productions and our territories, as well as the Italian excellences in the artistic and cultural field - says Sergio Barbanti, Italian Ambassador in Vienna since 2017 - always guarantees excellent results for the affirmation of the National Economic System in Austria, a country that since the first of July has taken over the Presidency of the Eu Council for six months. Italy, also last year, was confirmed as the second largest trading partner of Austria, after Germany, with over 9,070 million euros of exports.

"Machinery and vehicles, along with chemical and food-farming products, represent the main items of our exports - explains the Ambassador -. Even the data, although provisional, relating to the first half of 2018, support this significant trend.

The volume of trade, which in 2017 has now exceeded the threshold of 18 billion euros (with an increase of almost 9% compared to the previous year), is the best thermometer of how dynamic and intense is the economic collaboration between the two countries". Austrian entrepreneurs and consumers therefore fully recognise the quality and value of the Italian productions.

"There are still interesting margins to increase our market share - underlines Barbanti - in particular in the most innovative sectors, such as high technolo-
Close relationship between countries

In the words of the Italian Ambassador in Vienna, Sergio Barbanti

gy, advanced robotics, nanotechnologies, biomedical, alternative energies. In the same way, for traditional ‘made in Italy’ sectors, such as food-farming and furniture, the Italian offer of organic products, craftsmanship of excellence and the latest generation design can be further expanded in Austria. Moreover, the importance that the tourist sector traditionally has for Austria, highlights the existence of a continuous need for the restructuring and creation of hotel and accommodation businesses. Even in highly strategic areas, such as the banking-insurance and the energy sector, the Italian presence plays a fundamental role in this economic system.

This trend is confirmed by the fact that Italia has long been known as the first foreign tourist destination for Austrian travellers, who have spent in Italia in 2017, according to Bank of Italia data, 1.728 billion Euros (with a increase of 9.3% compared to the previous year). With the Ice Agency of Vienna, and its new owner Paola Lisi “I plan to carry out specific promotional activities in 2019 to encourage the inflow of Austrian investments in Italia, given that our country is not at the top of the markets for the destination of Austrian FDI - concludes the ambassador.

In fact, I believe that stimulating the attraction of investments towards Italia is among the most important actions in a market like this, so close and, albeit of limited size, with extremely positive macroeconomic fundamentals”. •
In times of open borders, both culturally and geographically, Italian entrepreneurs have the possibility to find new business opportunities also in other countries. The primary aim is not that of delocalising, though the relationship with other industrial eco-systems that, may be, have developed specific competences, or that are appealing from the point of view of the scientific research, of collaboration with education and academic system.

Carinthia, in Austria, precisely embracing Italia and Slovenia, is currently distinguishing itself for such peculiarities: in fact, its most important cities have become the reference point for extreme innovation, all located within an aesthetically exquisite landscape. The development of the Carinthian territory under the sign of industrial opportunities is supported, on an international level, by Babeg, the Carinthian Agency for the promotion of investments and the management of associated companies, of which Michael Zwantschko is a member. In such a portion of Austria, a great number of companies coming from other countries are concentrating, establishing true “thought incubators” of the future in the most varied sectors, including electronics, microelectronics, mechatronics, and others.
sensorics, robotics and the Ict field. The town of Villach, ranking second as for numbers of inhabitants of the Land of Carinthia, is specialising in micro and nano electronics, considered the heart of digitalisation. Infineon Technologies Austria, a very active company in the field of research, in particular as far as semiconductors are concerned (used in the automotive sector, in industrial applications, energy, in digital security) opened its headquarters in this territory. The company believes so strongly in its Austrian site of Villach, that in the month of May has communicated its intention to invest, just for this specific seat, 1.6 billion euros for a new production of chips characterised by the most modern standards of 4.0 industry. The Infineon products, even if they are not well known to most people, are actually installed on nearly all - eight out of ten - electric cars, to control vehicle propulsion. Flex, whose seat in Althofen is currently being expanded, is another company growing at very interesting rates. In this case, the widening of the production surface, along with latest generation equipment, implied a 20 million euros investment. In the small town of Althofen, Flex manufactures electric modules and equipment for international companies belonging to the automotive sector, from the medical one to other industries.

If it were just a question of “logistics”, or an opportunity for making investments, Carinthia would not be so different from many other Italian municipalities. Instead, in this territory we can find a precious bond that makes the difference: it is the capacity of working at a very close contact with the world of research. Carinthia hosts five extra-academic research centres, that, along with the projects followed by the University Alpen Adria and Fachhochschule Kärnten, make the Land truly virtuous. Just think that the biggest extra-academic research centre, the Carinthian Tech Research CTR, is one of the most important throughout Austria in the sector of intelligent sensorics and system integration. In the future, the CTR is expected to become one of the three seats of the Silicon Austria Labs (an initiative involving investments on research by the Federal Ministry of Transports, Innovation and Technology addressed to the Austrian electronic industry in the field of electronic systems). If Villach has become attractive for the companies specialised in micro and nano-electronics, the regional capital of Carinthia, Klagenfurt, has instead opened its door wide to the companies operating in the Ict sector. Like in the best American tradition, the Lakeside Science and Technology Park was built inside the town, on a 34,000 square metre area, a campus dedicated to Ict that, also in this case, can boast interesting synergies among enterprise, research and education. At the Lakeside Science and Technology Park operate over 70 companies, three extra-academic research centres and the incubator of Carinthian start-ups for a total of 1,300 employees that will double at the end of the widening work. Just this “intellectual fertility” involving many related worlds, was the reason that led also the Joanneum Research to move their research sector dedicated to robotics and mechatronics to Klagenfurt. Carinthia offers the Italian entrepreneur potentially interested in becoming part of an innovation project of a truly high extent and with certain and growing business perspectives, an enviable geographical position (along the Baltic - Adriatic axis and the Tauri one), industrial sustainable settlements located in natural environments; an attitude to work, to receptiveness and a high level of competence from its professionals, beside the support granted from politics just in favour of economy that implies a widespread wellbeing. As they say in Carinthia: “Working when others are going on holiday”. ■
Can the style and the ability to get things done that Italian companies have, be successfully transferred to the Austrian economic world? Being able to count on a skilled lawyer who knows how to match experience and innovation is strategic in this process, and this is the case with Christian Schoberl, a lawyer with a law office in Graz, the second most important city in Austria.

For twenty years now, he has specialized in legally representing Italian clients in Austria. Schoberl has particular experience in commercial law for the constitution of companies in Austria, be they affiliates or the acquisition of shares in companies. Schoberl also handles activities in the real estate sector, like the purchasing and selling of real estate in Italia and in Austria, and can even be the representative for any bankruptcy proceedings.

“I feel that communication across borders is a fundamental factor in my work, the secret of my success”, affirms the lawyer. “Thanks to the efficient collaboration with Austrian and Italian institutions that I have always underlined during my career, I am able to meet the expectations of my clients.” The purpose of the juridical network set up by Schoberl is to “indicate in a transparent and comprehensible way, all that which is necessary to initiate an economic activity in Austria. Operating through a personal consultancy, you also avoid useless expenses and complicated paperwork.”

The young and very competent team at Schoberl's law office works with continual updating and innovation. They are able to include all the new possibilities that are offered by the increasing digitalization of law.

Christian Schoberl is also a member of 'Eurojuris international', a European network of lawyers. This allows him to have an international and interdisciplinary vision of his work.

The Austrian economy stands out for its flexible tax system, low fiscal pressure, a functioning bank system, and for the relatively easy constitution of limited liability-type companies.
Carinthia

Expand, invest and work in a region prized for its technological innovation and high quality of life

www.investincarinthia.at
Legal protection in Carinthia, in good Italian

Lawyer Clementschitsch assists business and individuals in Villach

Need to look after your own affairs as an entrepreneur or a citizen in Austria with a lawyer by your side? This is possible thanks to Günther Clementschitsch, a lawyer since 1997, a sworn translator-interpreter and legally certified to practice in Italian, who is part of a well-organised Law Firm in Villach.

Founding companies and starting up business activities, buying and selling property, debt collection, and the management of inheritance are just some of the areas of expertise of lawyer Clementschitsch’s, who is also ready to give legal advice in cases where Italian citizens are involved in motor accidents in Austria. “Everyone has particular requirements in each and every case - says the lawyer - I strive, therefore, to defend the right of everyone that turns to me, even taking alternative paths, trying to find together the most suitable solution to fully represent the specific interests of every individual.”

For entrepreneurs, lawyer Clementschitsch is a point of reference for commercial and corporate law, for labour law, compensation for damages and provision of guarantees, with regard to the rights of leases and allocations. “For our companies, for instance, we offer maximum efficiency in debt collection and on-going monitoring so as to achieve a fair balance between costs-benefits.”

Italian clients make use of the Firm and its corporate and tax advisors “to set up companies and businesses in accordance with Austrian laws.”

For labour law, “in addition to issues relating to contracts, we make judicial and extrajudicial comparisons to better define the approach to be taken in the event of grievances.”

With regard property, “speed, ability and certainty allow us to better meet the needs of sellers and buyers across all types of property transactions”, emphasises the lawyer. “Our extensive knowledge of the Italian language guarantees expert handling of legal practices related to specialist content and language.”

GÜNTER CLEMENTSCHITSCH
Austria is one of the main destinations for Italian companies interested in exporting their products. In 2018, it was eleventh in the list of countries with which Italy has commercial relations regarding imports and exports (it was twelfth until 2017). But for Austria, Italy comes in second place after Germany. And so, it is clear that Made in Italy is well loved by these 8.8 million consumers on the other side of the Dolomite Alps. Many factors favor this small German-speaking country: its nearness, a strong liking of imports, a free market, good connections to Italy, excellent infrastructure, a stable government, the inhabitants’ good standard of living, and prosperous companies. Both from the point of view of retail goods exports, as from the point of semi-worked goods, Italy finds in Austria a good place to dock. And this is good for all, because to have a “safe outlet” just north of our northeaster border - along with the opportunities coming from Germany and France, this year as well - give our country a safe haven from the fluctuations resulting from exports to countries that are not European. In fact, even though in general the request for Made in Italy goods is constant, this year exports to non-European countries has slowed. Europe instead continues to absorb a good share of our goods and services, balancing out the results. In particular, Germany (up 9%) and France (up 11.9%) have contributed in good measure to keep up morale for the Italian companies that export, followed by Austria and a few eastern European countries - the Czech Republic and Romania - which are recording double figure increases.

Destination: Österreich

Italia is the second most important trade partner for Austria, both for imports and for exports. What are the opportunities?

<table>
<thead>
<tr>
<th>Year</th>
<th>Italian Exports to Austria (in billions of euros)</th>
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<tbody>
<tr>
<td>2015</td>
<td>8.53</td>
</tr>
<tr>
<td>2016</td>
<td>8.84</td>
</tr>
<tr>
<td>2017</td>
<td>9.45</td>
</tr>
<tr>
<td>Jan.-June 2017</td>
<td>4.75</td>
</tr>
<tr>
<td>Jan.-June 2018</td>
<td>5.1</td>
</tr>
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</table>
THE AUSTRIA-ITALIA
BILATERAL EQUILIBRIUM

The relationship between Italia and Austria is by now historic and traditionally very close. Our two countries have intensified reciprocal exchanges in an almost perfect equilibrium for many years now. Since Austria entered the European Union in 1995, imports from Italia have doubled and exports have actually tripled. Lombardia, Veneto, Trentino, Alto Adige, Emilia Romagna, and Friuli Venezia Giulia are the Italian regions with the most intense commercial relationships with Austria, with approximately 80% of the business between these two neighboring countries.

According to the most recent data provided by the Italian Ministry for Economic Development, Italia has commercial exchanges (import-export) with Austria worth 23 billion euros (2017). From January to June 2018 Italian exports to Austria reached a total of 5,096,110,000 euros. And the business seems to be solid, with promise for the future. But what are the Austrians buying to such a great extent from our companies? And what is the market asking for? The Ice agency (as per Istat) tells us that in first place for Italian exports to Austria is machinery (1.5 billion euros worth with a 15.7% quota in 2017). Next come metallurgical products (10.9%); food (8.6%); cars, trucks, and semis (8.2%); metal products (5.5%); chemical products (5.2%); and pharmaceutical products (4.8%).

A SAFE MARKET

“Austria is one of the most prosperous and innovative countries in the European Union”, explains Reinhold Mitterlehner, Federal Minister of Science, Research, and the Economy. It is a highly industrialized country which, after the economic crisis of 2008, has focused to a great extent on updating and re-qualification programs. Thanks to this choice, today Austria has a very advanced system of research in Austria thanks to the presence of R&D centers of excellence here. Austria is a stable country and a very receptive one. Austria's economic

Eyes on the Brenner Pass

The whole Italian production world is looking at 2027 with hope and apprehension. In nine years, the construction of the Brenner Tunnel is to be completed, as long as there are no surprises. The train corridor is an opportunity to re-qualify the area and to improve mobility. This has been a highly-awaited event for years, intended to improve the transport situation in Italia.

The completion of the tunnel will aid goods movement not just between Italia and Austria, but also between Italia and the rest of Europe.

“The tunnel is a strategic work for the future of our land. To try to block it means blocking the social, environmental, and economic sustainability of the region. It means a European heart attack. The Brenner is the central node that connects the north of Europe with the south.” This is how the industrialists of Trentino Alto Adige have reacted to the doubts posed last October by the Minister of Infrastructure, Danilo Toninelli. This opinion is shared by the president of the association of
stability is accompanied by a low number of strikes, a rather lean administration, and a trustworthy legal system. These are all factors that make it an attractive country. Data from Eurostat shows that in the second three-month period of this year, Austrian public debt has dropped to 76.5% of its Gross National Product (GNP), compared with 81% in the same period in 2017.

The Austria Federal Economic Chamber (Wko) foresees an increase of 3.2% in growth for 2018, while the experts at the Bank of Austria feel the economy should go up 2.8% this year, 0.2% more than in 2017. However, Brexit and conflict in trade with the USA will probably mean that GNP increase in 2019 will not go beyond 2%.

Among the advantages offered by Austria as a trade partner are: a low criminal rate, a low rate of corruption, and a high rate of transparency, so much so that the country is in 16th place out of 180 on the classification of the least corrupt countries in the world (as per the Transparency International Corruption Perceptions Index). Last but not least, the high quality of Austrian infrastructure makes it a worthy destination. As often occurs, however, there is the other side of the coin, with data to reflect upon, when considering the opportunities of exporting to Austria. Among Austria’s weaknesses - according to a study conducted by the American Embassy in Vienna - is its low population numbering 8.8 million citizens, which is a natural limit on consumption. Its free market is also a challenge with its vast and aggressive competition. But neither of these should be discouraging.

Clouds on the horizon at the border

Starting next summer, Austria intends to introduce restrictive measures for the transit of euro 6 vehicles and the transport of goods coming from Italy heading for European countries to the north. This however will not affect goods leaving or arriving in South Tyrol. “70% of our national exports goes through the Alpine passes. The Brenner Pass is essential in order to reach the markets of central and northern Europe. With the state of railroad infrastructure today, it is not possible to increase rail transport. The unilateral measures that Austria intends to adopt will damage the competitiveness of Italian exporting companies and risk blocking the timid Italian economic recovery which is exclusively based on exports - declares Thomas Baumgartner, the president of Anita. The extension of the prohibition to sectors of goods like wood, chemical products, plastics, metals, machinery, and equipment, and its being applied even to euro 6 vehicles starting on August 1, 2019, is an unacceptable imposition which, if actuated, will create a huge amount of damage not just to Italian transport logistics, but to the entire Made in Italy production sector.”

Main economic indicators

<table>
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<tr>
<th>Indicator</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>GNP</td>
<td>370.2</td>
<td>386.8</td>
<td>400.6</td>
</tr>
<tr>
<td>Pro Capita GNP (euros)</td>
<td>43,028</td>
<td>44,844</td>
<td>46,324</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>5.5</td>
<td>4.9</td>
<td>4.4</td>
</tr>
<tr>
<td>Population (millions)</td>
<td>8.6</td>
<td>8.6</td>
<td>8.6</td>
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Source: Economic Observatory of the Ministry for Economic Development

necessarily Confindustria Trento, Enrico Zobele, and the president of entrepreneurs’ association Assosiprenditori Alto Adige, Federico Giudiceandre. “If we want to help our country and our territory, we cannot allow ourselves to hinder - maybe even to the point of paralysis - our companies. We cannot say ‘no’ to the great infrastructure passageways.” In fact, 30% and even more, of Italy’s GNP comes from exports, but the investment in infrastructure is very low. The indicators show that Italy, with respect to its main European competitors, has delayed its goods transport systems, in particular in relation to the quality of its logistics. This costs the country 70 billion Euros in lost exports, which, in other words, is the bulk of the difference between Italian logistics and German ones. Ports and infrastructure dedicated to maritime transport have received only 2% of comprehensive investment in the five years from 2013-2017. This makes the Brenner rail corridor of paramount importance.

Among the advantages offered by Austria as a trade partner are: a low criminal rate, a low rate of corruption, and a high rate of transparency, so much so that the country is in 16th place out of 180 on the classification of the least corrupt countries in the world (as per the Transparency International Corruption Perceptions Index). Last but not least, the high quality of Austrian infrastructure makes it a worthy destination. As often occurs, however, there is the other side of the coin, with data to reflect upon, when considering the opportunities of exporting to Austria. Among Austria’s weaknesses - according to a study conducted by the American Embassy in Vienna - is its low population numbering 8.8 million citizens, which is a natural limit on consumption. Its free market is also a challenge with its vast and aggressive competition. But neither of these should be discouraging.

by Paola Orecchia
Effective answers for the Morandi bridge
The position of Paola Noli and Barbara Banchero, the two women at the top of Cna Genova

Cna Genova is an association representing the interests of small and medium-sized enterprises and the craft industry of the metropolitan city, which has two women at the top, the president Paola Noli and the secretary Barbara Banchero. There are about 4 thousand associated companies, mainly in the construction, production, wellness and food-and-wine sectors. Companies on which the impact of the recent events occurred in Genova is likely to be devastating. “The collapse of the Morandi bridge is not just about Genova and Liguria, it concerns at least the whole of the North West.” The president of Cna Genova, Paola Noli, has clear ideas in indicating the extent of the tragedy of August 14 and its repercussions on the country.

“We, the Associations, have asked for extraordinary economic measures to be adopted -, explained Noli -. We need at least another 300 million euros to buffer the impact on the local economy, to prevent the closure of many companies and the risk that what reaches our port today is diverted elsewhere.”
The Associations, together with the Chamber of Commerce, took 7 days to rewrite the decree delivered by the Government to intervene in Genova after the collapse of the Morandi bridge.

Among the proposals suggested to the Executive: a significant support for railway mobility to alleviate road traffic, the overcoming of the logic of aid to companies in the “de minimis” regime, the establishment of a specific economic area named Zona Economica Speciale for a maximum of 5 years, the temporary reduction of state concession fees, the introduction of the wages funds guarantee for companies, the increase in personnel of Customs and monopolies agencies.

“It was a terrible event that the city would like to overcome with its own strength, but it is not possible -, noted President Noli -. We need certainty and we need it quickly. Every day that goes by, means the end of the most important port in the Mediterranean and an occupational and economic drama of incalculable proportions.”

“From the government - concluded Noli - we did not expect a diatribe on the type of bridge to be built and a series of questionable laws. We need an essential bridge and effective and immediate answers.”

Strong concern about the timing of the intervention was also expressed by the Secretary of Cna Genova, Barbara Banchero, who added to the situation of the Morandi bridge the damage caused by the storms that hit Liguria on October 29th.

“The times of reconstruction are getting longer and the situation is taking a turn that worries all the economic categories -, said Banchero -. To this day we must add the recent events that have devastated our rivieras and a rather difficult background situation.”

A situation made complex by several aspects.

The tax burden: in Genova it takes a company 237 days a year to pay taxes (116th municipality out of 137).

The bureaucracy: in order to open a hairdressing shop, 65 procedures are required, 71 for a bar.

Employment data: in small businesses the previous month fell even in September (-0.4%) after the fall in August (-1.2%).

While growth on an annual basis shows a marked slowdown, falling to 2.7% compared to September 2017, compared to the +3.7% recorded in the 12 months between September 2016 and September 2017.

“We are worried about this overall situation, which risks an implosion”, concluded Barbara Banchero.

“We all have to invest in solutions, because pessimism does not lead to anything, but realism is necessary and solutions go through confrontation with the productive categories”.

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Statement
the president of Cna Genova
Paola Noli

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The president of Cna Genova, Paola Noli.
To build up tomorrow you must have the courage to know how to predict it. Inter globo, an air, sea and land forwarding agent established in Genova ‘La Superba’, today owns 25 centres throughout the world and in half a century of business has always proved its ability to understand, before many others, the shifts of the global market. Here luck has nothing to do with it but simply business acumen.

“My father Emilio founded the enterprise in 1968 and, in the early 80s, had the force and courage to immediately open up to the container evolution, - recalls Fabrizio Parodi, president of Inter globo - facilities which according to many would have caused a crisis for forwarding agents, levelling them out. But this was not so, my father was right: from that time on the company has always endeavoured to anticipate the future as demonstrated by opening a centre in New York in the late eighties and another in Hong Kong in 1994, step by step followed by entering the South American market and systematically using new technologies. We have always ridden the positive waves of globalization, forwarding goods to all corners of the planet.”

The next step?

“We are monitoring other markets like the African one and continue to send our young people throughout the world to broaden their knowledge” continues Parodi, who with his sister Roberta, president of Interglobo Nord America since 1993, has been running the business sin-
It all began in an autobody and paint shop, then over the years came specialization in industrial painting. And the entire course of the Pastorino Giacomo business, centred in Masone, from black and white finally turned to colour. “Our business is engaged in liquid precision painting, mechanical assembly and packaging for processed products. We are able to paint on all types of iron, alloy, wooden, foam rubber and plastic surfacing as well as electronic circuit boards - Andrea Pastorino tells us, managing director and son of founder Giacomo -. My father’s adventure began in an auto body paint shop, where he only painted the cars; he then entered the biomedical, military and civil sectors. Today the business mainly works for Italian customers and carries out painting processes on any surfacing to fully satisfy the customer’s requirements.” Tradition of a family knowing how to innovate whilst looking to the future. “My father, from whom I took the passion for this work, used to paint binoculars for the Americans. Today all the painting operations are done in pressurized cabins under controlled temperature and humidity - recalls founder Giacomo Pastorino -, thickness and brilliance varies according to the customer’s requirements. All the work processes are done by highly qualified personnel, with a long experience gained at our business. Quality is and has always been our principal goal.” In addition to craftsmanship. “Our work processes are exclusive, all done by hand without any robots - concludes Andrea -. Painting equipment, starting with the cabins, has enormously evolved in the last few years, and paints are likewise under continual study. These operations are not only for aesthetic reasons but also for protection: if a machine receives a blow and has been painted just as it should be, it can be lessened, what is more paints make it possible for the object to have a long service life and be defended from corrosion.”

How to colour the world

Pastorino Giacomo, experts in precision painting

35 years

PLATINUM - November 2018
Making customers more competitive

Saimare offers services that cover the entire cycle: goods, ships, crews and passengers

There is no document procedure that Saimare cannot solve. “We are one of the most important players at a national and European level and we occupy a leadership position in the shipping sector, providing a full range of specialised and strategic services and leveraging on specialised logistics” explains president Bartolomeo Giachino.

We handle all the formalities related to the arrival and departure of the ships and we are also active in the passenger services sector. We work with all the most important Italian ports and with the best shipping companies.” The company was founded in 1893 to assist the emigrants heading to the Colonies and the Americas, but was effectively established in 1924 under the name “Espresso Bagagli”. It only took the current name in the 1970s. As part of the privatisation of the “Iri/Finmare Group” it was acquired by the current shareholders, which include a number of important families of Genova such as Spinelli, Clerici, Scerni and Cosulich. Managing director of Saimare for the last 18 years has been Renzo Muratore, the former general manager of Finmare. Saimare’s know-how is the result of over 100 years of experience alongside shipping and logistics operators. It provides comprehensive services that cover the entire customs cycle ensuring optimal performance. It constantly develops its presence in the area targeting the quality and the excellence of the service by harnessing a modern and efficient computing system.

“Saimare is increasingly oriented to differentiate itself from its competitors by offering a growing range of services that allows the customer to consider the company as a point of reference to meet their needs” underlines the president. “Today customs clearance procedures are all computerised, the market has evolved a lot over the years. Unfortunately, however, in Italia it is often not easy to operate because the length of checks in ports is much longer than in other countries. And so we often find ourselves “fighting” with these procedures that slow down the market.” The company, as a demonstration of its importance, is constantly pressing governments, institutions and port authorities to improve Italian logistics, so as to safeguard its customers, as well as to improve the entire sector in general.

BARTOLOMEO GIACHINO
Ever since 1944 Sirce has been operating in the sector of underground network systems. “The core business of our company is the construction and maintenance of aqueducts, and sewer, gas, and electrical pipelines - explains the CEO, Giulio Musso - We also take care of the upgrading of roads, streets, and piazzas, starting from the setting out of underground services and ending with paving. We redo systems and renew urban furnishings.” This is a family-run company, which - while always following its tradition - has known how to renovate itself. “In the past we also carried out real estate operations, but in recent years our business has focused on public works contracts. We took part in the works done to ensure the safety of the River Bisagno - working on the 2nd Section Item II - which was completed in 2017. In 2016 we won the bid for the maintenance work needed by the Iren gas company, covering a part of the Provinces of Genova, Savona, and La Spezia. We have around 50 construction sites, employing 110 employees, and in 2017, thanks to our major investments in the preceding years, our earnings have increased. We hope this trend will be confirmed during the course of this year. Our stable organization on our territory and our consolidated company structure are our strong points, enabling us to intervene with promptitude even in emergency situations.”

Always ready, even in emergencies
Sirce, maintenance in the construction of underground network systems

Forty years after its beginning, and after thousands of repairs carried out, Zincaf is a page of the history of Italian shipbuilding. Established shortly after the Second World War, and later took over by Franco Guerci, the company is the perfect example of how consistency, constancy and self-sacrifice, sooner or later, pay. Today Franco Guerci, heart and motor with Alfredo Sadowski and Silverio Dall’Asta of Zincaf, can boast a company jewel, able to face an all-round world of naval repairs, including carpentry, mechanics and painting.

In 1978, after thirteen years as a salaried employee, backed by his previous work experience, “in which I distinguished myself in two fields: reliability and punctuality”, says Guerci. Two qualities, two attitudes, which soon became the trademark of Zincaf, now a well-established company in the sector, with customers from all over Europe such as Silversea or Tirrenia and a turnover of millions of euros. “We have worked for years - he continues - with shipowners of the caliber of Peter Deilmann and we collaborate with the major shipyards of Genova”, repairing any type of ship. Zincaf’s future? “The intention for the future is to leave the bridge of command for the younger generation, hoping that they will continue with passion what we have built.”

Tracing the future of shipbuilding
The first forty years of Zincaf in naval repairs
Attention and research: the key to growth
Gam Office Service, always at the forefront in IT

Reliability, dedication, and constant research in innovation - Gam Office Service, the Genova company that stands out in Information Technology and Office Automation, is the demonstration that a dream can become - with blood, sweat, and tears - a solid professional reality. Founded in July 2006, by Gabriele Gattorna, Alessandro Ancora, and Massimiliano Fajette, three entrepreneurs, “but above all, three friends - as Ancora, the co-founder and Ceo of the company states - with a burning desire and courage to set up, though in a bad economic period, an Office Automation and Communication Technology office.” Gam Office Service models IT solutions for every need, assisting the client in every choice, and studying with him the entire hardware-software configuration of his office. Scrupulous attention paid to requirements, with an eye to the technological avant-garde (above all for safety/security and networking) are the company’s mantra. “Evolution in the IT market - adds Ancora - is the starting point for developing, in accordance with the client and the brand, innovative and long-lasting projects.” A mission that is both clear and ambitious. Over the years this has provided Gam with exponential growth, to the point where it expanded its number of partners, bringing in Michele Ratto. Today Gam Office Service lists among its clients major companies such as Costa Crociere, Carnival, and Grandi Navi Veloci, and it also collaborates with major brands among which are Epson, Canon, Honeywell, and Microsoft. “At the moment - Ancora continues - we have around 450 clients, 30 of which are big companies. But the smallest of companies, from the professional studio to a company office, make up the hard core of our work. We are proud that they recognize that we expend the same amount of effort for all of our clients, in every phase of their project”. In fact, among the most requested activities at Gam Office Service is scouting. “Listening to every need - explains Ancora - even in terms of the direction of research and the identification of new and innovative products. In this way, we substitute obsolete processes with new flows that have been thought out and created ad hoc.”
A company born of a dream, but which has always known how to look to the future. Ferrotrade collects, recovers, and works scrap metal. Officially founded in 1998, the Pallotti family has been running Ferrotrade for a good three generations now, and today has fifteen employees. “Ferrotrade is run by my father, Salvatore, my aunt Patrizia, and by me - explains Luca Pallotti, President of Ferrotrade - Working as a family lets us dedicate ourselves to our job with harmony and reach solutions that would otherwise be very difficult.” Ferrotrade specializes in the “collection of scrap metal both iron-based and others, adding value to transform them into prime secondary material which is then purchased by steel mills and foundries.” Thanks to its coordinated and efficient team and decades of experience, Ferrotrade now works with “many different companies, from the smallest to the biggest like the Italian railways Ferrovie dello Stato, and the Autostrade per l’Italia highways”, Pallotti continues. An efficient company in expansion. “We have just acquired another warehouse in Genova, where we plan to specialize in a market which has recently evolved, and namely, the refining of electronic waste. Electronic items contain a good percentage of metals in addition to their plastic, and these can be recycled.”

The flowers of the future are born from scrap

Ferrotrade: the avant-garde in the working and selling of scrap metal

Ethics and innovation in naval electronics

Mess Engineering, a multi-faceted company with clients all over the world

Mess and Costa Crociere, but also luxury yachts and the Cirque du Soleil. During its 25 years of business, Mess Engineering, which operates in the naval electronics sector, has been able to reach the peak thanks to its exceptional work ethics and an ability that is equally praise-worthy - its creativity. “Mess was founded in 1994 - Giuseppe Ubaldo Bruzzone, sole administrator and owner, tells us - but I have been working in this sector for 45 years. From the start, I desired to move away from homologation, to dare to find something new, innovating with the client.” Preference for evolution over repetition, then became the “mood” at Mess, and this attitude has allowed Mess to gather up clients in every corner of the globe.

“At this moment we are working in Cuba and in France where we are finishing a theatre on a Msc cruise ship for Cirque du Soleil.” Mess is a multi-faceted company able to design and build not just television reception systems, but also illumination and show systems. “And so, the next step? The naval market has never been so flourishing, and we are expanding. Soon we will be equipped to add depth to our technical lighting sector, where our goal is to become self-sufficient thereby further increasing our ability to promptly intervene.”
The right solutions for every problem

Circle lands on the stock exchange and is ready to make a leap in quality

Circle puts wings. The company, specialised in process analysis, development of automation solutions and digitalisation in the harbour and intermodal logistics sector, touches ground on the stock exchange.

And it does not do it quietly, anticipating the journey plan by two years. “It’s a great result - says Luca Abatello, president of Circle - especially if you have personally taken every step of this rich and stimulating journey. In 2012, when we started, we were seven: today, in the Genova, Trieste, Milano and Brussels offices, we are in forty-eight.” Right from the start, Luca Abatello and Alexio Picco combined three very different components in Circle: Innovative & Smart Supply Chain, Connecting EU and Specialized digital multichannel marketing. “Managing - continues Abatello - the supply chain of Shippers, Port Terminals, Inland and Port Authorities is our strong point, thanks to two innovative software such as Milos and Sinfomar.” The first, used among others by Ikea, makes it possible to streamline logistics operations via web based panels, while Sinfomar is used to “optimising - adds - the internal procedures of a port, from operational aspects to customs. In three years with Sinfomar, the Port of Trieste has doubled the number of trains managed, strengthening a high level of competitiveness.” Also, in addition to accompanying the customer in digital communication on each channel, Circle offers “consultancy to public and private individuals - says - on the opportunities for European projects and co-financing. Thanks to the Brussels office, we are able to anticipate the arrival of new opportunities and European standards, in order to assess risks and opportunities on time.” An international attitude that allows Circle to collaborate with giants such as Gruppo Gavio and Contship, and which will be further developed. “At the moment - concludes - one third of our turnover (4 million euros in 2017) comes from abroad: we intend to bring it to 50% in the next 18 months. Moreover, after the landing on the stock exchange, we will further accelerate our growth with a new acquisition.”
Paganini Rockstar
LA MOSTRA
INCANDESCENTE COME JIMI HENDRIX
GENOVA PALAZZO DUCALE
19 ottobre 2018
10 marzo 2019
WWW.PAGANINIROCKSTAR.IT
Palazzo Ducale dedica a Niccolò Paganini una grande mostra con l’intento di raccontare, attraverso una narrazione contemporanea dal carattere fortemente ipertextuale, la figura del musicista che ha profondamente rivoluzionato la musica classica, mettendone in luce tutta la modernità. Come dietro le quinte di un teatro, il percorso della mostra – articolato in diverse sezioni tematiche – si snoda tra elementi scenici suggestivi, grandi fondali, oggetti rappresentativi come il Cannone, l’agenda rossa, il libro mastro dei conti, lettere e biglietti autografi. È una vera e propria messa in scena dell’artista, il racconto della nascita di un mito, la sua costruzione vista dal backstage.

Nelle diverse sale la narrazione procede per temi, che mettono in luce alcuni aspetti peculiari della figura di Paganini e che permettono allo stesso tempo di creare collegamenti con la contemporaneità: il talento, il virtuosismo, la celebrità, i concerti esultanti in giro per l’Europa, il personaggio. Sono tutti elementi che rivelano la straordinaria modernità di Paganini, tanto da poterlo considerare come una vera e propria rockstar ante litteram, precursor di stili, movenze ed espressioni tipicamente moderne. In questo senso, Jimi Hendrix è il musicista che più di tutti si può accostare a Paganini, a partire dal rapporto con lo strumento, dall’anticonformismo, fino ad arrivare alle performances estreme.

C’è stato un prima e un dopo Paganini nella storia del violino, e c’è stato anche un prima e dopo Hendrix nella storia della chitarra: entrambi, in tempi diversi e con la stessa eccezionale energia hanno cambiato la storia della musica.

lunedì 14.30/19.30;
da martedì a domenica 9.30/19.30
venerdì 9.30/22
La biglietteria chiude un’ora prima

Palazzo Ducale dedicates a major exhibition to Niccolò Paganini that aims to tell the story of this musician who so profoundly revolutionized classical music, doing so through a notably hypertextual contemporary narration that highlights all of Paganini’s modernity. The visitor to the exhibition is accompanied, as it were, backstage at the theatre on an itinerary – divided into various thematic sections – that winds its way through a fascinating stage set, taking in large backdrops, iconic objects such as the Cannone, Paganini’s red notebook, his ledger of accounts, letters and autograph cards. The artist is truly brought on stage, as the story of the birth and construction of a myth is told from behind the scenes.

The narrative unfolds thematically in a series of rooms that highlight some of the peculiarities of the figure of Paganini and at the same time suggest points of connection with our present-day world-talent, virtuosity, celebrity, sold-out concerts across the whole of Europe, the household name. These are all features that reveal the extraordinary modernity of Paganini, who can be regarded as a veritable rock star even before the word existed and as a precursor of styles, movements and modes of expression that are typically modern. In this sense, the musician that can best be compared to Paganini is Jimi Hendrix – with his relationship to his instrument, his non-conformity, and the extreme nature of his performances.

The history of the violin is divided into before and after Paganini; likewise there was also a before and an after Hendrix in the history of the guitar. At different times and driven by the same exceptional energy, both changed the history of music.

Monday 2.30 pm/7.30 pm
Tuesday to Sunday 9.30 am/7.30 pm
Friday 9.30 am/10 pm
Last entry an hour before closing

WWW.PAGANINIROCKSTAR.IT
Tax policies, the crossing of the Alps, inter-modality, sea policies, the tragedy of Genova, and sustainability, were the main themes of the two-days discussion and micro-economic analysis by the economists and representatives of the world of finance who met at Villa d’Este in Cernobbio, for the 4th Contrasporti-Confcommercio International Forum.

The event this year at the start of October, was intended to underline topics of international nature, and the presence of Violeta Bulc, the European Commissioner for Transport, and Antonio Tajani, the President of the European Parliament, helped it to fully reach this goal. Of course, for the inevitable interconnected nature of the themes, the Forum also analyzed the repercussions that Italian companies face regarding European Community policies which touch on European interests.

The starting speech by Carlo Sangalli, President of the Italian Confcommercio association, and the Report of the Confcommercio Studies Office, carried out in collaboration with Isfort, on “Reflections on the Transportation System in Italia” also permitted the highlighting of critical points and the opportunities in this sector in Italia.

“We must confirm our desire to connect Italia and promote sustainable mobility”, affirmed Sangalli at the opening, also pointing out “the new route” to bring life back to road haulage by “promoting the accessibility of the territory as an essential competitive lever; the reduction of the weight of excise duties; fighting abuses; and confirming resources to increase the competitiveness of the trucking companies; along with a uniform strategy for infrastructure actions in the ports and on the ‘New Silk Road’, which protects national interests; the completion of the process of opening up to railroad competition; and the updating of the network to European standards.”

In a context in which the collapse of the Morandi Bridge in Genova has
generated serious economic damage to transport companies, calculated at over two million Euros per day, and the movement of goods in the Mediterranean area has grown in the last 20 years ten times as much compared to Italia, the issue of the sustainability of road transport becomes significantly urgent, so much so that it is at the center of one of the specific reports presented at Cernobbio. The numbers say that with regards to the sea, the inter-modal exchange has taken the right route - with the traffic of vehicles, trucks, semis, and trailer trucks loaded onto ships increasing by 255% from 2005 to 2017 - but in the Alpine passes it has not taken off, with disappointing results in the passage of goods from tires to rail. Road transport is further penalized by the mode in which today the principle, “he who pollutes more, pays more” is applied. As a matter of fact, as illustrated at Cernobbio, “with respect to the damage it does, road haulage is called upon to pay the double of what is due. The result is that in 2017, each truck working for third parties has paid between 4.717 and 7.570 Euros more with respect to the pollution it generated”. The dues in terms of indirect taxation must also be added. The goal of sustainable mobility, as stated in the Report of the Confcommercio Studies Office needs to be worked towards, this is clear, but it must be done without prejudices. Sharing principles that cannot be renounced, means also trying to carry them out with adequate instruments. Equal taxation is essential as a first step in this direction. Also the tolls introduced by Austria and Switzerland on the borders add up to the above costs. Commercial transport in Italia is also penalized by a chronic lack of infrastructure. In spite of all this, road haulage continues to play a crucial role in the national system, moving 60.2% in value of goods in our country. It is evident, therefore, that the policies adopted till now to save the environment, in particular along the arc of the Alps, instead of managing to generate the hoped for re-equilibration of transport modes in favor of the railroads, have resulted in a blockage of the flow along some axes and, in some areas, in detouring them. This is a perspective of isolation that has been induced by the short-sighted repeating of undifferentiated limits on road transport in the absence of alternative practical modes, which Italia “definitely cannot allow herself and that the Contrasporto-Confcommercio intends to avert with all of its energy”, as stated in the Report. And therefore it is urgent to promote a new inter-modal strategy for more efficient and really sustainable transport. And as for that which regards road haulage specifically, for Contrasporto-Confcommercio the priorities for intervention are “the reduction of the weight of the excise tax, the confirmation of resources to support competitiveness in the companies with an eye to environmental sustainability, the unblocking of the system of vehicle checks and the authorization of exceptionally sized transport, in contrast to law-breaking behavior and social dumping.”

by Antonella Lanfrit
Se non guardiamo al passato, saremo costretti a ripercorrerlo
Ma se non inventiamo il futuro, saremo costretti a subirlo

ALTERNATORI/MOTORINI
TIRANTERIA
BATTERIE
DISTRIBUZIONE
AMMORTIZZATORI
LUBRIFICANTI
FILTRAZIONE
LAMPADE AUTO
FRIZIONI
FRENANTE
CANDELE/CANDELETTE
SPAZZOLE TERGI

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FILIALE CATANIA
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tel. 0957355004
uffici_catania@aldoromeospa.it

www.aldoromeospa.it
Guaranteeing clients a diversified range of services for the transport of goods on a national scale. This is the objective of Autotrasporti Mongodi (Villongo), a company in which the past and present are intertwined admirably: 40 years of experience of the the founder, Dario Mongodi, and the strong determination of his daughter, Nicole. At the moment, Autotrasporti Mongodi is in the process of passing on to the next generation and with this in mind, it has decided to focus on young, motivated people who would like to grow within the company, and the use of new technology. “All of our employees, even foreigners, are hired under the national contract and their needs are given the proper attention. Even our choice of not delocalising is a symbol of the best of Made in Italy”, notes Mongodi. The company, initially specialised in transport for construction, has diversified its services, dedicating itself to the industrial sector, in particular to the plastic/rubber, automotive, and dry waste management industries. “We are very flexible, we ensure maximum punctuality and quality in our service. We have faithful clients who have been with us for over 30 years, as well as trusted suppliers in our network”. The company also offers deposit and logistics services integrated across the territory, following the flows of factories between manufacturing and storage, as well as directly managing loading and unloading.

Pioneers of intermodal transport
Serapide Trans, logistics and environmental sustainability

It was the 50s, when Giorgio Simeoli collected a load of wood from the port of Pozzuoli, transporting it in his truck to the rail station of Marcianise and by rail reached the first industries in Southern Italia. That was the beginning of what we now call ‘integrated logistics’ meaning, intermodal transport in protection of environmental sustainability. Practiced as a company philosophy, with the generational passage down from the founder to his son, Antonio Simeoli, this has now become the distinctive trait of Serapide Trans Srl. With years of experience offering the services of storage, transport, and delivery of goods, the company from Campania is now a partner of important multi-national players – including Mercitalia Rail of Gruppo Fs, for its historical presence in the rail terminal - and is among the operators working in the new high speed freight train which, starting at the end of the year, will connect overnight the two freight terminals of Marcianise and Bologna, in little over 3 hours. “Together with other partners of Astre Italia, with whom we are working on the Milano-Bizerte connection in Tunisia, we are promoters of the Astre Plus network for the logistics of small shipments. It is an additional service which we offer to many Smes in need of shipping in a fast and safe manner, anything from 4 to 10 pallets a day.”
In a context where everything runs on networks, meeting the digital challenge has now become essential. If during the course of history, periods of reflection and discovery have come and gone, bringing progress and improvement to one’s life, today we are seeing the opening of a new and important chapter - a digital humanism in which the main characters are the powers that are enclosed in a screen. Themes such as cyber security, virtual reality, robotics, and the Internet of Things, are by now on the daily agenda. Language has been enriched by a specific terminology which refers to a technological sphere in continual evolution, and, consequently, it is more necessary than ever to have the correct digital abilities. Curiosity on this theme is great, amply demonstrated by the annual Digital Meet rendezvous which brings “pills” to create this learning in Italia.

Starting off in 2013 with 20 events, 78 speakers, and 4,000 attendees just in northeastern Italia, the event - organized by the Fondazione Comunica and Talent Garden Padova with Crédit Agricole as main partner - has grown to reach record numbers in 2017, which have been confirmed by the 2018 event held from 17 to 21 October. From Padova to Potenza, passing through Roma, 152 events have been organized in 16 Italian regions, with 320 speakers, and 21,000 participants, all moved by a true passion regarding a changing reality that holds in itself multiple aspects all to be discovered. Speaking about the digital means speaking about a reality which is full of stimuli. Digital Meet is like an over-flowing river which builds loyalty on the theme, bringing to life a festival that is spread across the biggest digital learning world in Italia.

Accompanied by the slogan, “Discover, use, create, dream”, and the hashtag #DM18, Digital Meet has analyzed the digital dark side and explored new horizons, raising the curtain on positive innovation and on its relationship with companies. “This year - explains Gianni Potti, president of Fondazione Comunica and the founder of Digital Meet - we wished to tell about a different digital, almost a Renaissance in which technology is the means and not the end. We did this by telling stories of people who experience it and use it every day, dealing with health, culture, sport, and the social services. Behind every technology, there must always be the desire to move man back to the center, and it is precisely this at the base of the new digital humanism,
in which learning plays a fundamental role, and for which Digital Meet is the ambassador.”

#DM18 has proposed, among its many events, a series of reflections which have contributed to in-depth knowledge of the technology and its various aspects, with the purpose of reducing the digital divide. Focusing on an equal access to internet is not just important to protect oneself from danger and to keep pace with the times, but also to make companies grow and to improve life. The model proposed by the festival is the Japanese model of Society 5.0, which places an artificial intelligence at the service of man and his needs, in a collaboration which foreshadows not just the economic and productive environment, but also medicine, research, and in all the activities that contribute to social well-being.

In each of the regions involved, important themes were presented, analyzed, and discussed. Many were the rich points of reflection: digital art, the novelty for the 2018 event which trusts in the creative process of the computer, Health 4.0 in the era of artificial intelligence and robots, which could be improved by an integration of man and machine, communication and information in the era of the social network, all the way to cyber-bullies, one of the negative aspects of the new humanism. Special guest, the digital star of #DM18, was David Orban, President of Singularity University Italia and a thought leader entrepreneur on the world technology panorama.

In his keynote lecture entitled “Looking, Imagining, Constructing, Becoming the Future”, Orban highlighted the central nature of man in the digital ecosystem, speaking also of the effort necessary to adapt to the changing world. “If there are companies that still have doubts on digital tools for productivity and competitiveness, they are running the risk of finding themselves on the periphery of economic innovation”, he commented. And this is an additional demonstration of how each aspect of society must decisively turn towards digitalization, acquiring speed and knowledge able to face the future and its challenges. Small steps for a more digital Italia are increasing, and one can now speak of a “diffused digitalization” which has reached daily life in the hope of reaching all citizens, using the schools and the public world. And since each year, evolution moves ever faster, the rendezvous for #DM19 will run from 22 to 27 October, 2019.

by Maria Chiara Mosca
from the Earth to the Table
Our food, cuisine, typical products, and diet are recognised for their appeal and attraction all over the world. It is no coincidence that Made in Italy is well-known and sought-after. “We, Italian producers, need to be in the global markets in the right way, protecting our products from against the Italian sounding ones and guaranteeing safety for citizens-consumers. Therefore, in the next few months, the great challenge of Italian agriculture and food-farming industry will play out on three fronts: promotion, innovation and the fight against counterfeiting.” This is the opinion of Gian Marco Centinaio, Minister of Agricultural, Food and Forestry Policies, committed to the protection and enhancement of our heritage.  

“One of my goals is the highest possible protection of our agriculture, working on transparency and traceability. Citizens must be able to consciously choose and to know what ends up on their tables. Two vital points, on which I do not intend to retreat - the minister underlines -. This is why we have stepped up checks, already ongoing throughout the entire supply chain, thanks to our control bodies.” Nevertheless, the food-farming industry also needs to be constantly innovative, to present itself to the world as genuinely great and unique. Therefore, Centinaio recalls: “It is essential to invest in research and in the identification/management of new markets and sales channels, such as e-commerce.” The third crucial point is promotion. “We have the possibility to create virtuous circles to allow the world to discover or rediscover our villages, our lands, and our flavours - he explains -. To do this, however, it is necessary to plan and come together. The time has come to create a system and show everyone what we are capable of, with passion and with pride. In this sense, the idea of a Ministry of Food, Forestry and Tourism Policies is strategic.” In recent months there has been a sharp acceleration of spending that will contribute to the achievement of the goals set during the planning phase and much is being done on various fronts. Among the most recent successes to benefit the sector has been the unblocking of the payments of contributions to our farmers who have taken out insurance policies. The funding agency Agea, in fact, has authorised a further payment of about 60 million euro, related to 2017, for over 24 thousand agricultural companies”. We have kept our commitment to farmers - says Centinaio - Risk management in agriculture is a key topic. We need to protect our farms’ income from market volatility and the effects of climate change. We will continue on the same path in order to keep giving tangible solutions to the sector.”

The opinion of Minister Gian Marco Centinaio

By the Editorial Team
Almost six out of ten Italians (59%) have bought directly from a farmer at least once a month in the last year, such as oil mills, cottages, wine cellars, farms or farmers’ markets to buy local carbon neutral food directly from producers, according to Coldiretti/Ixè analysis which confirms the birth in Italy of a new way of shopping, thanks to the largest worldwide network of direct sales as part of the Campagna Amica project.

“Never have so many Italians bought directly from farmers, with explosive growth in the last decade due to the attention to well-being and health, but also to environmental sustainability and the will to safeguard and promote the economy and employment of our country”, states the national president of Coldiretti, Roberto Moncalvo.

There are more than 130,000 Italian farms which mainly sell directly, whereas Italian spending at farmers’ markets has surpassed 6 billion euro, according to Ismea.

“The high quality of the products, which are fresher, tastier and more wholesome, is the main reason to purchase directly from the producer for 71% of Italians who do so - continues the president -, followed by guarantees of safety and the desire for local products that rise up on the podium of the reasons for doing so followed by value for money. A situation that no longer sees markets as only places to shop, but also places to get together, spend one’s leisure time and socialise.

This is being done through the development of varied activities ranging from vegetable growing courses to educational workshops for children, from cooking shows with agrichefs to education with shopping tutors. A real help to counter the trend of depopulation of urban centres, where shops closures have obvious negative effects which amount to the cutting of local services, but also a weakening of the system of relationships, social framing and often also of community security and safety.

A commitment also to save biodiversity in Italy, where in the last century three out of four varieties of fruit have already disappeared from our tables.”

The network of Italian farmers is securing a genuine heritage that accounts for 70% of all European agricultural biodiversity and concerns foods, plants and animals protected now thanks to the “Seals” of Campagna Amica that “are the biggest examples of work to enhance farmer biodiversity ever seen in Italy, which can be sustained directly by the citizens in the markets with local farm produce and in the farms across the nation - concludes president Moncalvo -, a treasure map that for the first time everyone can enjoy. The “Seals” of Campagna Amica are the products of Italian agricultural biodiversity that, over the decades, have been driven near to extinction or inextricably linked to specific areas, to which adds up the list of animal breeds passionately raised by Coldiretti farm entrepreneurs.”

by A. Lanfrit
When we talk about the gold of Garda we are surely not referring to the precious metal: in fact, on the banks of Benaco, grows an even more precious gold, as it is the fruit of man’s passion and commitment: one of the best extra virgin olive oils in the world. The mild climate of the area, the layout of the territory as well as a rooted tradition, create the ideal preconditions for this kind of production.

They know it well in Grezzana (Verona), seat of Frantoi Redoro, for over century an excellence reality of this sector.

“Since the opening of the olive-mill – Daniele Salvagno, the owner, explains – we have always remained a company with an artisan dimension, despite the fact that our market goes well over Italian borders. In the heart of Veneto we have three olive mills working annually about 50,000 quintals of olive of the best varieties and qualities, 100% Italian, with which we produce two types of certified extra virgin oil, the Veneto Dop and Garda, along with a small production obtained from organic olives”. Beside the extra virgin olive oil, available in various formats and in different flavoured interpretations, and the premium range “Linea Oro”, Redoro Frantoi produces conserves and in-oil specialties such as tuna, olives, mixed pickles and artichokes, as well as a prestigious line of cosmetics and body products. However, oil is undoubtedly the true linchpin of the company: “This year we are expecting an exceptional production – Salvagno continues - that will give us an oil like only ours is appreciated by a demanding clientele, in Italia and abroad, with a delicate and perfumed oil, good for daily use and, at the same time, able to be combined with haute cuisine. This is why our clients include many exponents of the world of catering and, just with catering in mind, we have designed our iconic flask that can be brought to the table and let at the client’s disposal. Then, 50% of our production, is meant for such markets as North America, Japan, Northern Europe and Russia, with extremely satisfactory results”. Some months ago the owner of Redoro was appointed as head of the regional management of Coldiretti, a prestigious office, though also characterised by strong responsibilities towards the food industry.

“We want – Salvagno concludes-to create an axis Verona-Venezia, around which we could gather all the excellences of the food industry from Veneto, from the mountain to the plain, so as to valorise them as they deserve”.

Garda’s gold

Since 1895 Redoro has been producing the extra virgin olive oil Dop, true treasure of the area

DANIELE SALVAGNO

PLATINUM - November 2018
Christmas time is always a perfect opportunity to rekindle old friendships, to embrace new ones and organise get-togethers, which are all the more special when good food is involved. If you then add the taste for refined and delicious things, the picture-perfect setting is almost complete. The icing on the cake is a household name, that of those delicious, sweet treats produced in Verona since 1922: Bauli.

It is hard to imagine a party, a dinner or an evening with loved ones without the pleasure of opening a Pandoro Bauli or one of its many inimitable sweet delights. These moments are, above all, based on tradition and memories, even time itself seems to be marked by Pandoro Bauli, but what’s more, this year like every year, there is a sprinkling of new flavours and delicious creativity which is never lacking in a company like that from Verona, a leader in the market for seasonal confectionery products and croissants.

“Bauli has been following a significant growth path for many years - says Michele Bauli, president of Bauli Spa -. We are a company aiming for the future, with a constant desire to innovate and change, but always respecting our traditions. Through our products that focus on simplicity and genuineness in the art of confectionery, we want to provide a sense of softness, a feature that has always typified our know-how.”

And, once again this year, Bauli aims at amazing and offering the market elegant and delicious festive delights. First of all is the Grandolce Pan de Oro Bauli, a true delicacy that even in Renaissance Venice appeared on the tables of the nobility and which now the Verona company offers in equally noble and elegant attire. It is the result of a long knead, over 30 hours natural leavening and a few carefully selected ingredients: flour, butter, fresh eggs and sourdough starter.

Nothing more and nothing less, but the result is a true masterpiece of sweetness and harmony, enhanced with a stylish handmade package, perfect to make it a magnificent and very welcome Christmas gift. “Every year and especially at Christmas and Easter - reiterates Michele Bauli - our history of tradition and excellence returns not only by bringing back our ageless classics, but also by creating new product concepts to satisfy the demands of our con-
Another of Bauli’s inviting new additions on offer for the approaching Christmas holidays is represented by the 5 grain Panettone with chocolate chips. A perfect way to meet the new food trends of an increasingly competitive and advanced market while at the same time promoting tradition and using grains grown for thousands of years. The result is a mouth-watering tribute to the history of the panettone enriched by the choice of naturally beneficial ingredients such as buckwheat, rice, spelt and oats.

Bauli’s renowned production leadership is therefore supported by a long tradition of artisan confectionery, almost a century of technical specialisation, constantly updated by suitable productive and technological development that has led the Verona-based company to reach the top of the sector in Italia.

In a nutshell, Bauli, is the brand for those looking for soft pastry-inspired goodness, painstakingly created in every detail and perfect for making those celebration moments, as well as our daily life, truly special.

And speaking of tradition and festivities, Christmas is just not Christmas without the classic and timeless Pandoro di Verona Bauli, presented as always in the unmistakable lilac-coloured box and produced following the rules of Bauli’s most secretive and inimitable recipe, that which holds the magic of Christmas and the very essence of holiday time spent with family. Yet again, by combining tradition and passion, the Bauli family offers magical Christmas goodness and prepares to write a new page in all our history books, that about the simple and good things in life.
Grana Padano Pdo, a force of nature

Latteria Sociale Mantova: a long tradition and record-breaking exports

Great attention to quality, constant pursuit of excellence and, even more important, a genuine love for the dairy industry, which here, in Porto Mantovano, has been handed down for 90 years. To be fair, the finish line is a few months away, but at Latteria Sociale Mantova (Lsm) there is already a real party atmosphere, and rightly so. The company has worked hard for decades, focusing on the respect for tradition, but also constant innovation, which has allowed it to become a true leader in the production and sale of Grana Padano Pdo, one of Italy’s most important and well-known gastronomic products. Outstanding figures and record-breaking exports are actually the Group’s calling card ever since 1929, when the parent company was set up to supply pasteurised milk to the city of Mantova, the company Latteria Sociale Mantova has grown and grown to become a true and proper international production centre, able to process over 700 quintals of milk every day while its three factories produce an average of 1,200 Grana Padano cheese wheels a day that, after careful ageing, are sold not only nationwide, but above all, on the international market.

A finish line? Not at all, because the established and supportive spirit of the Cooperative Group from Mantova does not believe in taking a break. The engine and the passion that drive the company are actually stronger than ever, as CEO Fausto Turcato confirms. “For 90 years, milk has represented wholesomeness, quality and our land to us. Elements that blend perfectly with the great dairy tradition of our area and with the innovative spirit that has always distinguished our company. In short, the excellent production and economic achievements are not merely by chance, but a natural result of so much effort and so much passion that inspires all our dairy farmer members. And the 380 thousand wheels produced every year, aged and then shipped around the world to be served alongside the best cuisine celebrate the triumph of the wholesome made in...
Mantova and of the 100% natural taste of all our products”.

The Latteria Sociale Mantova Group has always worked in the same way: it collects fresh milk from its dairy farmer members every day and processes it in the three factories, all located in the province of Mantova. The head office is located in Porto Mantovano which is home to production, the packaging centre and ageing warehouses. All under the watchful eye a Quality Control department that maintains the most accurate international certifications, including, obviously, that of the Grana Padano Protection Consortium. All this allows for efficient traceability of the production chain right up to the barn itself.

Packaging and various portioning formats in a protected atmosphere or vacuum, are then followed by distribution to over 50 countries across the globe from Europe to Asia, Africa, Oceania and America, with the United States in first place thanks to the authorisation granted by the Food and Drug Administration.

For LSM this represents a global presence, which accounts for more than 60% of its turnover, supported by covering the international market at every level: traditional retail, gourmet-delicatessen, food service, large-scale retail trade, wholesale and e-commerce.

But Grana Padano PDO is just one of its products, even though it is the main, that every day wins over the taste buds of the most demanding consumers, both Italian and foreign. Latteria Sociale Mantova’s product range actually includes other cheeses, all equally representative of the extraordinary Po Valley tradition, such as Parmigiano Reggiano, produced with milk strictly coming from the PDO area and under the protection of the Consortium, the Organic variety made only from the milk of the Modenese White Cow, and Gran Mantovano, another excellent table cheese and for grating with the peculiarity of being produced from microbial rennet and therefore also suitable for vegetarians, as well as butter, mascarpone and a mix of selected grated cheeses. “As you can tell, the 90-year milestone for Latteria Sociale Mantova is actually just one stage along an extended growth path in continuous evolution. More of a cultural experience than corporate, because for us concludes CEO Fausto Turcato - the raw material and the local area are a precious partnership to defend, promote and enhance. And the finished product, starting from Grana Padano, is the symbol of our passion for quality. Today, just like 90 years ago”.

FAUSTO TURCATO
Consumers are becoming increasingly aware about the issue of quality and safety in what they eat. An attention that does not stop at food in itself but also checks its origin and even the work process. In other words in a production chain well under control the industrial machinery used and relative production technologies also gain in importance. An extremely important sector which in Italia, and now throughout the world, is well under Ocrim’s control, a company operating in the flour milling sector since 1945 and in supplying silos and means for cereal transportation. Ocrim, is therefore the ideal partner to win the challenges in the flour, pasta and bakery segment, but at the same time also an essential partner for those wanting to build industrial plants to produce feedstuffs for sheep, fish, cattle and poultry. All this adds up to a flour mill and is therefore perfectly embodied in a company that from Cremona, its original headquarters, extended its boundaries up to being now considered an exclusive benchmark for producing some of the biggest industrial milling plants in the world. Innovation and export are the preferential guidelines for this Lombard Company, set up 73 years ago by the enterprising spirit of the Grassi family and today led by a top management increasingly tending towards new markets and new products.

“Everything can be perfected - explains the president Sergio Antolini, who together with the family has been running the family business for about ten years - and just for this reason we never take anything for granted and continue to invest human and economic resources in the research and development sector. 4.5% of the turnover is in fact reinvested into the work of research and development, in purchasing next generation machinery and improving production processes. Amongst the latest investments we could mention: extending covered areas, now totalling 20,000 sq m, comprising a small new service building, to house some of the offices, a canteen and changing rooms; plus a second vertical warehouse and a second photovoltaic plant.”

Whilst as far as R&D are concerned, solutions have been introduced to increase safety in the cereal transformation process by installing rollers made of titanium, diamond wheels and anti-microbe sieves. Ocrim is recognized and admired throughout the world as a 100% Italian Made Company for its cutting edge technology, quality and safety owing to an affinity between the innovative ideas of its engineers and its highly
experienced technicians and workers.

Guarantees that enable them to win numerous highly valued international orders, true excellences like the latest constructions: a 350 t/24h milling plant in Egypt for El Khattab Company For Mills, the new 240 t/24h maize plant to produce grits in Rumania for Kalizea, 3 lines each producing 1,200 tons per day for Pt. Ism Bogasari Flour Mills (Indonesia), upgrading the 250t/24h durum wheat flour mill for Rogers Foods Ltd (Canada), two 650 t/24h milling plants for durum and bread wheat for San Miguel Mills (Philippines), a 700 t/24h milling plant for North Dakota Mill (USA) and a 300 t/24h durum wheat plant for Molinos de Costa Rica S.A. (Costa Rica).

So for Ocrim, top standard corporate performance and global targets are by now a fact, so much so that the export item registers 95% of its corporate turnover. In fact, as already mentioned, Ocrim’s presence in the international industrial mechanics panorama is by now consolidated after decades of great success in all five continents. “The formula of our success is always the same the world over: Italian Made quality, turnkey planning and design and an organizational structure able to perfectly satisfy all the regulatory aspects related to safety and environmental impact. Then, at the design and construction stages, services are always assured not only to deliver a perfect product to the customer, but also to guarantee correct commissioning and all the foreseen technical assistance. A service - concludes the president Sergio Antolini - that makes a difference as compared to other competitors that often also comprises developing special flour mixtures to produce personalized products depending on demands from each single market and customer. A true and proper value added enabling our company to propose appropriate, diversified solutions to the customers.” Of course Ocrim is not only focused on the customer, but also on the environment, a social responsibility always requiring eco-sustainable decisions and a long-term energy plan based on renewable energies for an always lower impact on the environment.
Years to be remembered, those lived by Consorzio Parmigiano Reggiano. The world’s most influential Dop (Pdo), as highlighted in a recent study published by Ipsos, last year it reached a new production record, with over 3.65 million wheels (about 147 thousand tons) and a consumer turnover worth 2.2 billion euro. A growth going hand in hand with an increase in export - now standing at 38% of total production - with France, Germany and the United States in the lead, but with interesting fast-growing markets like Canada (+8.1%) and the United Kingdom (+6.6%). All this is music to the ears of the 329 producers and the over 2.800 cattle farmers who, in about a year, have seen the average quotation per kilo grow from 8.60 to 9.81 euro, increasing by 14%.

The engine to drive this exploit, carefully planned by Consorzio’s top management, was an investment of over 20 million euro (12 for Italia and 8 for abroad) in marketing and communication to illustrate all the distinctive qualities of this product to the consumer.

“We have worked towards consolidating communication with the purpose of advertising the plus and distinctive elements rendering Parmigiano Reggiano Dop a one and only cheese in the world - states the Consorzio president Nicola Bertinelli - guided by the awareness that the consumer we address is well informed and in Parmigiano Reggiano looks for something that goes beyond the product’s actual use.”

The new communication is the result of in-depth reflection affording Consorzio an approach aimed at lending value to the brand and talking with the various targets (those looking after the family, those working in catering, new mothers, sports people, influencers, trendies or producers) that see Parmigiano Reggiano as “food for life”.

The new positioning now wants to present Parmigiano Reggiano as
superfood or food for life: the ideal product for those who also choose a healthy lifestyle at the table, thanks to a good, authentic and natural Italian product.

Last year’s successful results are certainly not considered a goal by Consorzio, to the contrary, the management has now set its sights on the future to anticipate moves on the market. Especially in the international scenario where the product is still not sufficiently protected, in any case not the same terms as within the European Union.

Consorzio’s growth strategy is based on four essential cornerstones: product distinctiveness, increased export, battle against imitation and development of over the counter sales in the cheese factories.

The first, and most important, concerns product distinctiveness. “There are 3.5 families loyal to Parmigiano Reggiano, 3.9 to Grana Padano and 14 million families who indifferently buy from one or the other. To increase sales - repeats president Nicola Bertinelli - we want to make the consumer understand the plus rendering Parmigiano Reggiano Dop a one and only cheese in the world.”

The second cornerstone is export, being one of the principal levers to support an increase in production. Consorzio has set itself the ambitious goal to grow by 2/3 percentage points per year and in 2021 reach the quota of 1.6 million wheels exported.

The third is the battle against imitation, that translates into the implementation of greater transparency to the advantage of the consumer. Since 2017, the Consorzio has reinforced the surveillance programmes of the grating businesses and portioning labs (now at 100%) to guarantee the consumer with an authentic product.

Fourth and last, Consorzio sponsors and promotes over the counter sales in the cheese factories, for the purpose of increasing the quota of direct sales until reaching a third of total production. And it is precisely in view of this consolidation that Consorzio organizes cheese factory open days (Caseifici Aperti) twice a year: a weekend to discover the world of Parmigiano Reggiano with numerous events, guided visits and tasting sessions.
It was one of the first Italian farming businesses to focus on organic with decision, right from the late eighties: enough to say that the first certification it received for organic production dates back to 1990. A pioneering decision, confirmed in the decades to follow until becoming a leading player in this market.

We are in the lower Ferrara area, in the flat countryside between Argenta and Portomaggiore, where the Sorgeva coop is centred. Fifty years celebrated in 2012, a brand new centre inaugurated at the end of October, around fifty members and a growing turnover for around about 12 million euro. Between pieces of land either owned or leasehold, Sorgeva manages almost 4 thousand hectares: for a production currently at least 50% organic.

“We are talking about cereals, that is various types of wheat and barley; tomatoes for food industry; vegetable oil growing and reproduction of organic seeds. And soon we shall also enter the organic sugar sector, seeing that here there is a long tradition in sugar beet”, Davide Sinigaglia tells us, agronomist and elected president in 2010 after twenty years of experience in the Coop.

The quality of Sorgeva’s organic produce has, over the years, made it an on-demand partner for many of our colossal farm to food industries. “We only sell directly to the Italian market, because we remain a farming concern and are not organized to deal with export on our own - emphasizes Sinigaglia - but, through our principal customers, we do actually have the possibility to have our products circulated in the best part of Europe. And we know they are very much liked: especially in the northern countries more aware about this sector and where organic growing took root ages ago. In the end, it is really another way to cultivate: we developed it many years ago and it gives us a lot of satisfaction to see how the market responds well to this decision of ours.”
 Quando le porte del Frantoio si aprono all'alba per accogliere i produttori, spesso amici o conoscenti, il lavoro si fa intenso ed espressione di valori di una tradizione che unisce nel tempo le generazioni. Come anche per la vendemmia, per la raccolta delle olive vengono coinvolti amici, parenti, ricevendo in cambio un dono speciale della natura: olio.

When the doors open at dawn to welcome the olive growers, who are often friends, we work together and intensely according to the values and traditions that have become a true bridge between generations. Just like the grape harvest, the olive harvest brings together friends and relatives who receive a special gift of nature for their efforts: olive oil.

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A guarantee of quality meat for over 60 years

Colomberotto controls the entire production chain, from farm to plate

Quality understood as an absolute guarantee of the goodness and sustainability of the food. Well-being, that of the consumer, naturally, but also that of the animals throughout their life cycle, and pleasure, that of the consumers who enjoy tasty, healthy and safe meat, but also, of those who produce it, knowing that they are offering the best product possible. These are the cornerstones of the Colomberotto Group, leader in the beef meat sector which, in just over half a century, has reached the top of the domestic sector thanks to the skills and passion of its owners and their partners, as well as a smart combination of innovation and tradition.

Today the Colomberotto Group is one of the main Italian businesses in the industry of breeding, slaughtering, processing and selling of meat. It was the purchase of a local farm in 1978 that led Loris Colomberotto to become involved in livestock production: a decision born from the desire to have full control of the production and supply chain to guarantee consumers received a healthy and natural product. A decision that proved successful over the years and was later testified with the acquisition or establishment of other livestock farms and farming companies in order to have direct management of the fodder. Today Colomberotto, one of the main suppliers to large-scale retail for over 20 years, is taking
another step towards excellence with the Origine Italia (Italian Origin) project: “Our company philosophy - explains managing director Loris Colomberotto - is that the value of meat is provided by animal welfare, food safety and respect for the environment: to achieve this goal you must have total control of the entire production and supply chain, from agricultural production to feeding cattle, right up to final processing of the meat. The meaning of the Origine Italia project is exactly this: to have meat from animals born and reared in Italia which are fed on cereals and grain grown in Italia. A true and proper guarantee trademark for the product.” However, the Group’s secret doesn’t just lie in the uniqueness of its products or the care taken in managing the production and supply chain; there is also a huge amount of passion and feeling that can only result in one thing: the best of everything to achieve the best product. "Only those who are passionate about what they do - continues Colomberotto - can do it well. And since the quality of life is measured by what we eat and the place in which we live, we must take on this responsibility. This is why, for many years now, we have been implementing a development model that includes innovative techniques in breeding and safeguarding of our area, which today is seen as an example to follow. This is why I believe changing philosophy and pace is the only way to truly stay in line with the times.” And keeping up with the times today also means taking into consideration the latest food trends focused on reduced consumption of red meat. This is where the Carne Domani (Meat Tomorrow) project slots in; it aims to meet new dietary needs by offering meat that is healthy and can easily form part of any diet. Then we have Verde Domani (Green Tomorrow), the network agreement of the Colomberotto chain that creates a network of companies operating in different links of the production and supply chain, each independent, but in accordance with the specific parameters of sustainability and with shared objectives. “Achieving a quality certification - adds Colomberotto - is just the last step of a very long journey. Every animal, being a living being, needs a suitable habitat where it can live in harmony according to seasonal biorhythms. The project’s success was made possible by investments and a well-established management model, which is replicated on every single head of cattle.” And this is how the Treviso-based company is advocating an innovative approach to the breeding and production of meat firmly rooted on a deeply rooted corporate ethics that reflect on the food and emotions that it transmits, but also on a philosophy of common sense; health and fitness depend not only on healthy eating and not overindulging, but also on choosing better quality food. Something that may appear simple, but which as a matter of fact is a genuine revolution, where taste and flavour are no longer just luxury elements, but become an integral feature of one’s diet. “The results we have achieved - concludes Colomberotto - prove that our decisions and our production model have been centred on marrying quality with quantity. A strength also backed by constant research.”
Taste, quality, tradition, but also health, well-being, and high digestibility. Tomasoni, the important cheese-maker in Treviso, is able to offer the public a rich range of typical Veneto cheeses such as Casatella Dop, Crema del Piave, and Pannarello, but with an extra touch, which pays great attention to food intolerances and new food needs.

“This is the reality which we all must face up to - explains the owner, Moreno Tomasoni - because in Italia 60% of the population is lactose intolerant, even though only 25% suspect it. Numbers not to be underestimated by those, like us, who have been producing cheeses for over 60 years. And so, in recent years we have been paying maximum attention to these new needs. Today we are able to propose - along with the historic excellent product in fresh and aged Veneto cheeses - tasty new items such as Tomasoni Stracchino without lactose, a soft cheese which contains less than 0.1% of lactose in each 100 grams of product. This makes it easy to digest even for those with specific intolerances. But we are also presenting other new items on the Organic front, products like Stracchino Bio, and Caciotta Bio, and all the organic products in our Biologica line. These have been created especially for those who do not want to give up on cheeses, and are seeking taste, quality, and well-being.” Founded in 1955 by Primo Tomasoni, today the cheese-maker is an industrial reality which works, all the same, in an artisan way. A family-run company, managed by his children, Moreno, Nicoletta and Paola. In addition to its undeniable ability to continually innovate its range of references, the other natural features that Tomasoni feels can calm the turbulence of the mature and competitive cheese market, are its solid ties with the land of the Piave, and the specific nature of traditional cheese-making in the Veneto. These are the values which this cheese-maker from Breda di Piave has never renounced.

“Cheeses are just a few of the many gastronomy gems from Veneto, but they are also live products which tell of our tradition and of our own cultural identity. And they certainly also reflect the passion for this work that animates our dairy producers, the people who bring their fresh milk every morning to our factory. This is where our rigorously checked and certified production process is carried out - underlines Eva Tomasoni, head of marketing - allowing us to put excellent cheeses on the Italian market, such as our Casatella Trevigiana Dop, Crema del Piave, a soft cheese with a unique unmistakable taste which...
has always made us stand out on the market, and the Robiola Tomasoni, which is another gem among our many products.”

Among the fresh and aged cheeses with a hard or semi-hard consistency, are the over 40 products proposed by Caseificio Tomasoni for the major national supermarket brand names, but also for traditional retail, the main gastronomies, and the ho.re.ca channels. For more than 60 years now, Tomasoni’s strength has therefore been in its ability to reflect the best not just regarding major innovations in the Veneto dairy sector, but also the tradition, experience, and passion which animates the best dairy farmers in Treviso, in particular those right in the Piave area, which in this case is synonymous with a local product production line, in addition to the freshness and genuine naturalness of the prime material which is brought to the cheese factory every day to be transformed through the use of highly technological systems which respect the most rigorous protocols for hygiene.

The result is products of excellence, which are fresh and perfect for the most demanding consumer. Consumers who choose a lifestyle which is imprinted with health and well-being, without forgetting the values of the great cheese-making tradition in Veneto.

These values give added value also to organic, lactose-free, and goat-milk products, in addition to the traditional ones. And also, for many years now, Caseificio Tomasoni has even undertaken a route of sustainability and transparency to give the consumer great quality cheeses which are traceable and sustainable. And today, after 60 years of business, Caseificio Tomasoni also stands out for its pronounced environmentally-friendly efforts.
At the supermarket it’s only natural to look for the best products, your favourites, for example Parmesan cheese matured for 36 months, the sweetest raw ham, most tender and leanest meat or maybe those special ravioli liked so much. But who guides our trusted supermarket towards this or that product? A numerous team of experts, above all variegated in competences, is certainly needed to cover all the various product categories in the food compartment: a team like Unitrading - Italian Food Project, a company centred in Parma operating for 45 years in the food sector as a purchase guide and consultant.

“Our group - explains Claudio Cimardi, founder and general manager - comprises food experts highly qualified in the various sectors, from cold sausage meats to cheeses, meat to fish, and again pasta, preserves, bread and much more. This team’s task is to lend support, in various ways case by case and in an advisory capacity, to the large scale retail (Lsr) distribution system in its choices and strategies for purchasing food products. In actual fact on behalf of the Lsr distribution we select what the latter sells to their customers, offering a far ranging selection depending on what we want to propose.”

In a word, a true and proper team of taste explorers, whose mission is to seek the appropriate product, as to quality and characteristics, satisfying market demand, at the price specified by each customer.

A complicated task, requiring a vast possibility of choice and an all-round service that comprises quality control, market analysis,
certifications, production chain and commercial development, implemented by Unitrading through a network of 140 producer enterprises and as many as 40 purchasing groups in Italia and abroad.

“In Italia - continues Cimardi - each region and even each province has its own local specialities, this implied extending our selection with more alternatives for each product as it would be impossible to satisfy all with only a limited choice: and this is exactly why we also operate abroad, where this kind of product is, if possible, even more on demand in countries like Austria, Switzerland, Germany, France and Great Britain, exporting Italian flavour. All within the scope of a strategy for cooperation with producers and distributors that enables us to work to the best.”

But when we talk about Italian Food Project we are not only talking about flavours and aromas, but also about consumers’ health that covers an extremely important role and where a good part of research is focused. “Within the scope of our work - points out Cimardi - we are also engaged with the animal raising chain, dealing with genetics to improve the meat used to make our products. For example with the Suino 65 project our purpose is to raise pigs with a controlled, well balanced diet, respecting nature and the animals’ wellbeing, with a iodine content in fats below the maximum tolerated by rules and regulations: this implies lower fatty content and more quality while fats are mainly saturated, therefore less of a danger to health. Consequently, cold sausage meats made with that meat have more digestible fat, mature better with an excellent taste, whilst it is obvious that consumers get more benefits in terms of health.”

And now, in addition to its core business, Unitrading recently set up Parmador, a new project to enhance the excellences of the Parma area. This naturally includes Parmigiano-Reggiano cheese matured at length, culatello di Zibello selected raw ham, San Secondo cooked shoulder ham, but also selected gourmet treats such as mariola, a raw shoulder ham, stroghino a choice fat free cut of raw Parma ham, cappello del vescovo (bishops hat) a spicy meat pie and much more.

“The new project - concludes Claudio Cimardi - set off to a start in October with a selection of choice products, some hardly known or even quite forgotten, obviously for a specialized distribution in the sector or sold directly to families, due to a question of numbers. Fully operating points of sale are envisaged to hold tasting sessions and buy our specialities, going by the name of T’ador from the term in Parma dialect meaning ‘I adore you’. And we will also have a private winery connected up to an e-commerce platform where just a click is needed to select and have delivered home a culatello or a slice of Parmesan cheese accompanied by all the instructions for storage and on how to keep them to prevent them from going bad or be wasted.”
The water which supplies the local territory

The Canale Emiliano Romagnolo transports water for irrigation from Bondeno to Rimini

A one-hundred thirty-five kilometres canal from Sant’Agostino, in the heart of the lower Ferrara area, to Cesena, 60 cubic metres of water per second, 336 thousand hectares of land crossed; these statistics alone may not say much, but if they are applied to a particular area - that slice of the Po Plains located between the Po in Ferrara and Romagna with its vocation for agriculture on a vast scale - then things change radically. And since these are the statistics for the Canale Emiliano-Romagnolo, this easily explains how much this structure, now half a century old, is, still today, fundamental for the success of agriculture which is the backbone of this territory. “The first project for an irrigation channel which from the Po serviced all the provinces of the region, from Piacenza to Rimini - explains the president Massimiliano Pederzoli - goes back to 1600, but only in the years just before the First World War did they arrive at defining a structure, and was then only built in its current version, in 1955. And we can say that, by counting also the section from Cavo Napoleonico connecting to Sant’Agostino with the River Po, we are the longest irrigation channel in Italia, in addition to having the most important water concession in the region. The Canale, is, therefore, a structure of strategic importance for the entire local economy as demonstrated during the summer of 2017, when we contributed to limiting the damages caused by the drought, increasing the gross saleable production by at least 400 million euros.”

Today, the Cer resupplies irrigation water to agricultural businesses in the provinces of Ferrara, Modena, Bologna, Ravenna, Forlì-Cesena and Rimini. Among its partners, in addition to a variety of Land Reclamation Authorities of the territories traversed, there are also large companies like Petrochimico in Ravenna, whose positioning was identified by Enrico Mattei because of the presence of the waters of the Canale. In addition, it supplies potable water to important multiservice companies like Hera in Imola, and Romagna Acque in Ravenna. Indeed, over time, the Cer began to supply its waters also for extra-agricultural use: “Through our collaboration with these companies - continues the president, Pederzoli - we began supplying water for po-
table uses. Through our installations we supply the water network of the entire Romagna Riviera and our water is used by important companies like Amadori. In addition, we guarantee our partners a series of fundamental services which we have developed in over 70 years of scientific research: these are services to facilitate the optimal use of irrigation waters through the regional platform of Irrinet, which is connected to the national network of Irriframe, while our research centre, Acqua-Campus, a small yet very efficient one, is recognised at a European level for its professionalism: it is enough to think that when the Ministry of Agriculture gave clearance to build the CER, it immediately posed as a condition to also build a research and experimentation centre. Thanks to the results of the Centre we are able to supply farmers, in addition to the water, also all irrigation information which leads to a more efficient and economical use of the water, to make the most using the least amount of water."

And the Cer is gearing up for a series of important investments to be able to supply its associates with an even better service: “We have secured funds from the ministry in the amount of 40 million euros - concludes Pederzoli - which will be used for the modernisation of the pumping station on the Po at Bondeno, a station from which hang the fortunes of agriculture in half the region, but which is feeling the weight of its years. Then we have a vast project for the refurbishment of the coverings along the dykes along the Canale in its oldest tracts, which will allow us to reduce the amount of leakage and continue in our works to extend the channel into the Rimini area, where we have just finished another two-kilometre long section.”
“Antico Rifugio”, extra virgin olive oil: for wellbeing and healthy diet lovers

We are in the Piana di Gioia Tauro area, in the province of Reggio Calabria, land of ancient olive growing traditions, where centuries old olive trees flourish in a mild and temperate climate: the natural habitat for producing an extra virgin olive oil highly exalting the organoleptic and nutritional qualities. Nature at its purest. Here expert farmers like Domenico Stanganelli who love and defend their land, with passion and sacrifice keep intact a countryside of enormous value, lending life to a production of prime quality olive oil, exceptional for a well balanced, natural diet focused on the person’s wellbeing. The farm bearing his name is today one of the Italian excellences in producing an oil with high polyphenols content and rich in natural aromas, fruit of accurate control over the entire production chain, from pruning to harvesting, milling to preservation. “In a scenario of global competition like the one for olive oil - Domenico Stanganelli emphatically states - it is the intrinsic quality of the olives to win over the consumer’s taste and is decisive for success on the market. Tests conducted together with Università Tor Vergata, Istituto di Scienze dell’Alimentazione food science institute proved the good quality of our product, particularly rich in polyphenols.” Territory and cultivation, passion and professional skill, tradition and research, typicality and innovation at the Domenico Stagnelli farm go to create a unique mixture able to satisfy even the most demanding palates, marketed in Italy and abroad under the “L’Antico Rifugio” brand. Its olive grove extends for 30 hectares with 3,700 olive trees of the “ottobratica” variety. “We put a lot of care into the plants’ wellbeing, many centuries old, looking after and protecting them to be sure they retain their original characteristics unchanged with time. In this sense, each single step taken in growing and subsequent production, enables us to offer an authentic oil which, through aromas and taste, tells the story of our land and the traditions of a thousand years old culture.”
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There are company slogans made specifically to excite the public, others, like the mottos of noble families, tell of a glorious past and still others limit themselves - so to speak - to highlighting that which is a simple, beautiful reality. “From stall to table” certainly belongs to this last category, because it does nothing more than re-state what is already evident to everyone, for years: yes, the slogan of Cooperativa Santangiolina Latte Fattorie Lombarde is the pure, basic expression of that which has always been done in that fertile and happy triangle of land stretching from Milano to the plains of Mantova and Lodi, which is transforming milk from local farms into the local foods of the area.

But Santangiolina Latte Fattorie Lombarde is not an ordinary harvest cooperative, nor is it the classic dairy association which is common in Italia, it is more like a large extended family, whose members are nearly 300 associate farmers who every day bring their milk, dairy farmers who were once, in the common language, referred to as “pitailou”, meaning “small”, who on their farms milked their cows to produce a small amount of cheese of which, after a portion being set aside for use in the home, the remainder was sold directly. Time has passed and the “pitailou” have grown and, pushed on by their passion for good things made well, created an organisation which is solid, punctual, strong and which over the years has made Santangiolina Latte Fattorie Lombarde a model of quality and efficiency: “With Santangiolina, every day the cheese-making tradition of Lombardia begins with a new story - explains the president, Antonio Baietta - from the
beginning, through the work of the main national producers to whom we supply the main ingredient for quality certified products, and since 2007 with the addition of our own transformation processes thanks to three cheese makers which we acquired where we produce Grana Padano Dop, Taleggio Dop, Quartirolo Lombardo Dop, butter and other specialties. Our members are all long-standing dairy farmers, who live in harmony with the land and nature, contributing to the development of a model of social economy which is an integral part in bringing together and innovating a common objective to support all together. With our work, which begins every morning in the barns, we defend not only the value of the milk produced by our members, but also want to promote the quality of the milk through a sustainable management of the production chain. Today, in addition to the central offices of San Colombano al Lambro (Milano), Santangiolina Latte Fattorie Lombarde can count on another two production sites, one in Cereta di Volta Mantovana (Mantova) and one in Pandino (Cremona), as well as a factory for aging cheeses, and butter making, in Valsassina. In the ample range of products in the Santangiolina brand, there are fresh cheeses like caciotta “Gemma di latte”, Quartirolo Lombardo Dop, “Fior di prato”, “Gemma di capra” and “Pitalou”, and aged cheeses, for example Grana Padano Dop and local products of Valsassina like Robiola “Grignetta”, Quartirolo “Fior di roccia”, Taleggio Dop, Resegone and the small “Montanelli”, as well as higher range quality reserve products like Grana Padano Dop “Mantova 449”, which gets its name from the gate number of the cheese makers in Volta Mantovana, acquired in 2007 and exclusively dedicated to this cheese. “Our milk - continues Antonio Baietta - is destined for this or that production, depending on its quality characteristics, with careful attention to the details, regulated by strict protocols and daily controls, both on the main ingredient and the finished product. Tasting the cheeses of Santangiolina Latte Fattorie Lombarde does not simply mean enjoying a particular product, but sharing an entire model of development where quality, traceability and passion are fundamental elements.” And Santangiolina Latte Fattorie Lombarde also invests in its future, in order to offer their clients a better product and service: in 2018 they earmarked 8 million euros to build a warehouse capable of holding 100,000 wheels of Grana Padano for ageing next to the site of Volta Mantovana, but especially to bolster the site of Pandino, which is also the Italian “capital” of cheese, and where every year they organise one of the most important national cheese competitions: “In Pandino we will build a second butter factory which will integrate the existing one in Valsassina - concludes the president, Baietta - and a silo for storing milk. One of the longstanding problems in the industry, indeed, is that of excesses which are often undersold at extremely low prices, instead we do not want to undersell the milk produced by our members, we want to keep it. These investments are a part of an integrated three-year plan for production made by the Region to guarantee a constant collection among the members and a price which covers their work. And so Santangiolina will always be a brand which guarantees consumer safety.”
CULTURA DEL VINO, CULTURA DEL TERRITORIO

Il Museo dell’Arte, del Vino e della Vite (MAVV – WINE ART MUSEUM), promosso da un gruppo di manager e professionisti tra cui Eugenio Gervasio, Paolo Fiorentino e Francesco Castagna, intende far conoscere il mondo del Vino anche come patrimonio artistico, culturale, scientifico e storico del territorio e promuovere il settore enologico come risorsa dello sviluppo economico. Il Museo, che si avvale di un prestigioso Comitato scientifico, è ospitato nel Dipartimento di Agraria dell’Università Federico II di Napoli. Il MAVV ha la sua sede presso il MUSA, il Polo Museale della Reggia di Portici, della Città Metropolitana di Napoli, ed è strutturato in un percorso multisensoriale per la Wine Experience che propone anche visite nei territori e nelle eccellenze a vocazione enologica. Le attività espositive culturali e formative, fondano sullo stretto rapporto tra arte e cultura, attraverso eventi che legheranno, nel nome del gusto e del bello, il vino alle arti visive, all’archeologia, alla moda e allo spettacolo. Il tutto, con un format che coniuga innovazione e tradizione, attraverso exhibit multimediali, laboratori e percorsi sensoriali.
WINE EXPERIENCE

Wine Experience-MAVV Magazine è la nuova rivista che il Museo dell’Arte, del Vino e della Vite dedica alle eccellenze enologiche. Con una pregevole veste grafica, la rivista digitale, in formato pdf e con testo inglese a fronte, intende presentare ad una platea internazionale di appassionati ed operatori del settore le migliori produzioni italiane, raccontando i territori di provenienza e dando voce agli imprenditori e le alte professionalità impegnate in questo settore. In una parola WINE EXPERIENCE intende valorizzare la grande cultura del vino, il gusto per l’arte e gli stili di vita ad esso collegati.

APP YOURWINE

Il progetto “Adotta una Vigna” consente al consumatore di prendere parte al processo di nascita, crescita e sviluppo del proprio vino preferito, assistendo in tempo reale all’evoluzione della vite e dell’uva. L’applicazione mobile è di grande semplicità ed offre funzionalità che vanno dall’acquisto di vini fino a gadget personalizzabili inerenti il mondo del vino e della viticoltura. Inoltre, è presente una sezione che consente l’adozione di una o più filari di vite, scelte sulla base della tipologia di vino preferita dall’utente, che avrà la possibilità di interagire emozionalmente, chiedere e ricevere informazioni in un dialogo diretto con il viticoltore. La Wine Experience sarà tracciata in termini esperienziali e di feedback con una funzione di Wine Note dell’APP.
A property of 22 hectares in one of the most fascinating locations in the world, between the park of Sila and the park of Pollino, where the winemaker Francesco Granata takes care of his autochthonous vineyard. The grapes are left on the vine until October for a slow ripening and a slow softening of the skin. In that same period, Francesco crawls under every vine to remove any weeds, leaving only the three plants he knows best: the messanensis viola; the mountain tassel flower, and the genista silana, an endemic plant to Calabria. These scents will also be found in the taste of this unique wine. An Igp with a noble name, Baronè (nickname for the Granata family), the red produced by guarnaccia nera grapes, the white by white pecorello grapes. A nectar for the few. Production is limited to only 40,000 bottles. The vine would be able to yield more, but their strict selection of the grapes only leaves the best bunches on the vine, those most exposed to the sun.

Vincenzo, Francesco’s son, once he finished his studies in Engineering, flew to California then to France and Northern Italia to learn about innovation in oenology, in order to share with his father this passion for their vineyard.

The Bergamot has a Mediterranean heart

Ancients sages claimed, and modern research has proved, that bergamots are good for your health. In addition to purifying your body, they keep cholesterol, blood sugar, and blood pressure under control, improving one’s state of mind. This citrus fruit is today a classic example of the typical production of excellence from the Reggio Calabria coast, where this tree grows with vigor in the winds and the sun of the Strait, producing bergamots that are unique in the world, with a high nutritional value. And so, Santo Gangemi’s love for his land led him to bring out the value of this valuable fruit when everyone else was pulling it out to plant orange trees. His winning choice then benefitted his son, Francesco, who took this exceptional fruit and added value by transforming it into juice, marmalade, and candied fruit, all totally organic, and even produced an extra-virgin olive oil from organic olives with a production that is rich in the aromas and fragrances of the bergamot. High quality is guaranteed by scrupulous control along the entire production line - from the land to the harvest, from the extraction to the packaging. To satisfy gourmets and healthy food lovers, Francesco Gangemi also offers a home delivery service on his website, and accepts even small orders.
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