

WHY
ITALY
IS *definitely*
ALIVE &
KICKING

INTRODUCTION

After the long crisis that began in 2008, since 2014 Italy has registered a turnaround and seen a return to growth which continues and is confirmed also in 2016.

The forecast data for 2017 (+1.3% -1.5%) and 2018 (+1.0% -1.3%) published by European Commission confirm the continuation of this gradual expansion of Italy in a European context that seems to have refound vigor, with growth expected to be between +1.9% and 2.2% in 2017 despite the worsening of geopolitical tensions in some areas of the world, the emergence of structural weaknesses especially with reference to the emerging countries, the tensions fueled by the massive migratory flows towards Europe, and terrorism.

With specific reference to Italy, however, the pace of this growth remains slower than the European average, with consumption showing conflicting signals, a gap between the country's North and South that refuses to close, and a dynamic of public and private investment that is still not sustained enough to strengthen the positive trends in progress, which are chiefly tied to the good trends of exports and of the manufacturing sector.

To confirm the growth estimates of the leading monitoring institutions and to enable Italy to “run” at the same speed as the other economies of the Eurozone, **the country must tackle in a cohesive manner a number of critical points** that affect our economy, such as unemployment, the low productivity of some economic sectors, and growing geographic disparities.

The contextual factors, on the other hand, are encouraging. The orientation of monetary policies at the international level remains extremely accommodating: the ECB continues to favor exceptionally expansive monetary conditions and guarantees the member states a facility of access to credit never before seen in history, with interest rates at historic minimums. The price of oil remains low and settled at between 45 and 50 dollars per barrel in the past year, after having bottomed out at 26 dollars per barrel in February 2016. Notwithstanding the instability caused by the Brexit vote and by the outcome of the elections in the United States – which inaugurated the era of Trumponomics, still today hard to assess – the results of elections in several European countries, such as France and Austria, for example, have weakened the anti-European push of some political movements.

In this framework, the positive signals that Italy confirms that is *definitely alive and kicking* and that it finds itself in the right conditions for being able to compete, thanks to its excellences, in some big European challenges, first and foremost that of the attraction to Milan of the EMA (European Medicines Agency), which currently is headquartered in London.

In addition, many **strong points remain which Italy can leverage to drive growth** in the near future and communicate its image abroad with more incisiveness. To give a few examples:

- In 2016 **Italy's exports world-wide were 417 billion euros** (up 4.6% from 2014), recognition in the field of our country's quality and know-how.

INTRODUCTION

- The trade results achieved both inside and outside of Europe enabled Italy to expand its market share of global commerce from 2.7% in 2013 to 3.0% in 2016.
- The **surplus of Italy's trade balance** in 2016 reached a record 51.6 billion euros. In particular, the manufacturing datum stayed positive (90.5 billion euros) and places Italy among the world's top five countries with the highest manufacturing surpluses (together with China, Germany, Japan and South Korea).
- Italy leads the world for the number of **sites classified by UNESCO in its world cultural heritage list** (51 in 2017), in front of China (50), Spain (45), France (42) and Germany (42).
- In addition, Italy is the leading country of the European Union by **number of scientific references per researcher** (0.61), outpacing the United Kingdom (0.40) and France (0.32), and is the third country in the world by number of scientific publications in the last decade, confirming the great quality of our human capital.
- 58.8 billion euros is the **value added of the agri-food sector**, three times the automotive of France and Spain and more than double the sum of aerospace of France, Germany and the United Kingdom. At world level, our country ranks second by value of wine exports (5.6 billion euros), behind France.

All this is possible thanks to the presence, in the country, of **great entrepreneurial excellences** that contribute to promote Italy's image abroad, with a focus on innovation, sustainability, the value of Made in Italy, and high-quality skills.

Like every year, in this pamphlet we recount the histories of ten of these successful enterprises, subdividing them into two groups that provide the "Reason Why" and the guiding thread of our story:

- **Best Case:** companies that have distinguished themselves for particular levels of competitiveness, orientation towards innovation, and internationalization.
- **Foreign Direct Investment (FDI):** companies that have made acquisitions/ productive investments in Italy to develop their own business.

These companies are not necessarily the best or the most innovative in their sectors, nor do they represent the sole cases of success in Italy, but their strategic and investment choices testify to the strength of Italy, which today, more than ever, is **definitely alive and kicking**.

ATLANTIA

Planning, development and management of motorway and airport infrastructures and of automated payment systems for mobility.

REASON WHY

A global player in the sector of motorway and airport infrastructure, Atlantia manages 5,000 km of toll motorways present in Italy, Brazil, Chile, India and Poland, and also manages Fiumicino and Ciampino airports in Italy and the three airports of Nice, Cannes-Mandelieu and Saint-Tropez in France. It is a leading technological company and number one in the world in electronic toll collection and infomobility. It has undertaken an important process of international development of its activities, continuing to invest in Italy.

KEY FACTS AND FIGURES

In 2016, the company's revenues reached 5.5 billion euros, up 3.4% from 2015, with an EBITDA of 3.38 billion euros (61.6% of revenues), profits of 1.1 billion euros (20.5% of revenues) and personnel figures averaging nearly 15,000 employees.

Listed on the stock exchange in July 2017, it boasts a capitalization of 21.5 billion euros.

The motorway network, used by 5 million customers every day, has over 4,500 closed-circuit TV cameras and 2,100 sensors for constantly monitoring the safety and fluidity of the infrastructure.

Rome
Lazio
Italy



Atlantia was founded as the Società Autostrade Concessioni e Costruzioni at the initiative of IRI (Istituto per la Ricostruzione Industriale) in 1950.

In 1956, it began to build and finance the Autostrada del Sole between Milan and Naples, connecting Italy's North and South.

Upon completion of the works in 1964, it obtained a concession for managing the infrastructure. In 1999, it was privatized and IRI was succeeded by a stable core of stockholders headed by the Benetton Group.

During 2003 the activities in concession were separated from the non-motorway business and Autostrade per l'Italia was born, 100% controlled by Atlantia.

In 2005, it introduced the first system in the world for monitoring the average speed on the motorway network. Also in 2005, it struck out on a path of international acquisitions that has led it to manage, today, some 2,000 km of toll motorways in Brazil, Chile, India and Poland.

In 2013, it entered the airport sector, managing the two Rome airports of Fiumicino and Ciampino.

In 2016, it consolidated its presence in the sector with the acquisition of Aéroports de la Côte d'Azur (ACA), the company that controls the airports of Nice, Cannes-Mandelieu and Saint-Tropez.

BIESSEGROUP

The company designs, develops and realizes machinery for processing wood, advanced materials, glass, stone and metals.

REASON WHY

A world leader in the production of machines for working wood, glass, and stone, the company has embarked on an expansion of its activities in market sectors and industries related to its core business based on the technology it has developed. It has a strong international presence and gets 85% of its revenues from outside of Italy.

KEY FACTS AND FIGURES

In 2016, its revenues reached 618 million euros, up 19.1% over 2015, with an EBITDA of 75.8 million euros (12.3% of revenues) and profits of 29.5 million euros.

It is staffed by more than 3,800 employees throughout the world working in 30 different branches and eight production sites.

It has 200 registered patents for inventions that have revolutionized technological solutions in the sector and set new standards on the world market.

12.2% of its workforce is engaged in research and development activities.

The Group operates in 120 countries around the world.

Pesaro
Marche
Italy



BIESSEGROUP

Founded by Giancarlo Selci in Pesaro in 1969 with the aim of designing, realizing and distributing machines for processing wood, in the late 1970s and early 1980s it launched on the market the first numerically controlled drilling machine for wood and the first numerically controlled wood processing center.

In the late 1980s, it entered the sector of the design, realization and distribution of machines for working glass and stone and created the Intermac business unit, which in a short time conquered a leading position in glass.

In 1989, it began an internationalization process by opening its first branch abroad (USA).

In 1991, it created the Mechatronics business unit for the design, realization and distribution of electromechanical components, that is, all the high technological value components for its own machines.

In 1994, Biesse Systems was created for the design and realization of integrated production lines and systems and went public in 2001.

Between 2006 and 2007 it grew through the acquisition of many complementary companies in the same sector, while in 2008 and 2009 it opened a production site in India and branches in Switzerland and Dubai.

In 2011 it acquired Viet, a historic brand for grinding, and in 2014 launched bSolid, software that has set new standards in the reference sectors.

CISCO SYSTEMS

Production of hardware for fixed, wireless and mobile networking, software, solutions for information security, remote collaboration, data analysis and the Internet of Things, and the production and management of data centers.

REASON WHY

On 19 January 2016, the company announced an investment plan for some 100 million euros over three years to favor the country's digital transformation, promoting the development of skills and providing support to innovative start-ups. At present, 89,000 students have attended Cisco's academies for digital, around 5 million euros have been invested in the venture capital fund Invitalia and an agreement has been reached with the Leonardo Group to promote cyber security among Italian companies facing the 4.0 transition.

KEY FACTS AND FIGURES

Cisco is a Californian multinational with 74,000 employees world-wide (approximately 50% outside the United States). Its revenues in 2016 were more than 40 billion euros. 60% of its volume of business comes from the U.S., 25% from the EMEA countries and the remaining 15% from Japan, China and the rest of Asia.

Listed on NASDAQ, in the last 2 years its EPS (earnings per share) have grown with a CAGR of 19%, driven by its excellent performances at the global level, and 18 acquisitions have been brought to completion with the aim of increasing Cisco's share of revenues from cloud services and products and software, which today represent some 25% of its overall volume of business.

In Italy, it is active through its subsidiary Cisco Systems Italy, a company which in 2015 employed nearly 370 workers and had revenues of around 365 million euros. In Italy, approximately 80% of network data traffic uses Cisco technology.

Vimercate
Lombardy
Italy



The company was formed in 1984 in San Jose, California. Founded by two Stanford University researchers, the company's initial focus was the production of routers and it was the first in the world to commercialize a product able to connect multiple types of hardware simultaneously using a multiprotocol technology.

The activities carried out by what is now a multinational reality present throughout the world have been expanded over the course of the years with special focus on the production of hardware for connectivity.

For the last two years, Cisco's objective has been to expand its market share in cloud, software and services.

Around 3 billion euros have been invested already to conclude acquisitions and to finance research and development in the area of cyber security.

World-wide, like in Italy, Cisco creates partnerships with governments to expand countries' digital transformation projects.

With the "Digitaliani" project, Cisco has allocated some 100 million euros over three years to increase the country's level of digital competence and to provide financial support for the development of the most innovative start-ups.

Cisco Network Academy counts more than 9,500 academies around the world, 267 of them are located in Italy, in which more than 89,000 students have been trained since the start of the program.

DIASORIN

Development, production and commercialization of kits of reagents destined for clinical analysis and the needs of diagnostic laboratories, both private and hospital-operated, in the immunodiagnosics and molecular diagnostics markets in a wide range of clinical areas (e.g., infectious diseases, thyroid dysfunctions, fertility tests, etc.).

REASON WHY

A leader in in vitro diagnostics, molecular diagnostics and immunodiagnosics, DiaSorin is a 100% Italian biotech excellence. It stands out for results in the medical-scientific field achieved in the past few years which help to improve the lives of millions of people: every second, three lives in the world are touched by a DiaSorin test.

KEY FACTS AND FIGURES

In 2016, the company's revenues reached 570 million euros (+14.0% compared to 2015) and the financial year closed with net profits of 112.6 million euros (+12% compared to the 100.5 million of 2015).

The company is present on five continents, with seven production sites, six R&D centers, 100 independent distributors and 1,841 employees.

Saluggia
Piedmont
Italy

The DiaSorin logo consists of the company name "DiaSorin" in a white, serif font, centered within a dark blue rectangular box.

Relaunched in 2000 by the Denegri family – following its sale by the American Standard Companies group – DiaSorin has been listed on the stock exchange since 2007.

Between 2008 and 2014, a process of acquisitions, the signing of joint venture agreements and commercial expansion begins through the opening of new subsidiaries in the EU, Australia, South Africa and Switzerland.

Recently partnership and commercialization agreements for the sale of products in China and Poland have been signed.

In less than 10 years, the company has doubled its number of employees, going from 900 in 2007 to 1,841 in 2016.

DiaSorin bases its success on three main elements: collaboration relationships with the scientific world, investments in innovation, and the search for the best talents.

In 2007 DiaSorin set up the “Mad for Science” competition for Piedmontese secondary schools specialized in scientific studies with the aim of stimulating students’ interest in the world of science and, at the same time, supporting the region’s development with a concrete commitment.

DOW CHEMICAL

Production and commercialization of basic chemicals, plastics and chemical products for agriculture.

REASON WHY

In November 2011, with an investment of 50 million euros, the company inaugurated a research and development center for the technologies and applications of polyurethane materials in Correggio (Reggio Emilia), which has become in little time a global excellence in the world of chemistry specialized in polyurethane. In April 2015, it also inaugurated the Pack Studio Innovation Center in Mozzate (Como), where avant-garde technologies and processes at the world level are used, thanks also to collaboration with Nordmeccanica.

KEY FACTS AND FIGURES

Dow is an American multinational that employs more than 50,000 people world-wide, and its consolidated revenues in 2016 were around 50 billion dollars, with an EBITDA of 16.7%. 38.2% of its revenue is generated by products made of high-performance special plastics, a sector, together with that of chemicals, where Italy is one of the five biggest producers at world level.

Dow Italia, with overall revenues of around 1 billion euros, employs almost 700 people, distributed over five production and research sites (Correggio, Fombio, Mozzanica, Mozzate and Parona) and two offices. In 2016, the group's Italian division was named the Best Large Workplace (in which to work in Italy among companies with more than 500 employees).

The Correggio plant represents the excellence of the group in the research and development of polyurethane technologies and applications and employs a staff of 134 workers, with 70% of the site's production destined for export. The Mozzate works, which employs more than 100 people, is considered among the most avant-garde together with those of Switzerland, Brazil, China and Texas.

Milan
Lombardy
Italy



Founded in 1897 in Midland, Michigan (USA), Dow develops innovative solutions in the fields of agriculture and food, building and construction, electronics, entertainment, articles for sanitary and medical use, household products, personal grooming products, industry, packaging, paper and publishing, plastics, transport and utilities.

In 1986 Dow Chemical achieved world primacy in the production of thermoplastic materials and since 2007 is the second largest chemical producer in the world.

Today over 6,000 product families are made in 201 plants scattered in 35 countries.

It is present in Italy since 1960, a country recognized for the excellence of its skills in technology and innovation, leading to its selection to become the center of excellence at the global level for research on polyurethane (Correggio works) and on innovative packaging materials (Mozzate).

FINCANTIERI

Design, development and construction of cruise ships, military ships, mega yachts, and offshore and high-tech vessels.

REASON WHY

A world leader in shipbuilding, Fincantieri is the leading naval-mechanical group in the West and the world's top builder of cruise ships, with 60% of the portfolio of global orders. It has always operated on the international level and is expanding its presence in all world markets and geographical areas.

KEY FACTS AND FIGURES

In 2016, the company's revenues reached 4.4 billion euros, up 5.9% from 2015, with an EBITDA of 267 million euros (6% of revenues).

It counts almost 19,200 employees, 59% of them outside of Italy, with a total induced effect on employment estimated at 80,000 people world-wide.

It is listed on the Milan Stock Exchange since July 2014.

In its 230 years of history it has designed and built over 7,000 ships in the 20 yards it owns in Europe, the Americas and Asia.

Total work load at 30 June 2017 equal to 25.5 billion euros and approximately 5.8 years of work, if compared to revenues in 2016, with deliveries extending to 2025 for Cruise Ships and 2026 for Military Vessels.

A world leader in innovation and diversification, it invested 96 million euros in research and development in 2016.

Trieste
Friuli Venezia Giulia
Italy



FINCANTIERI

In 1959, Fincantieri was set up as a finance company for the control of the principal Italian shipyards and then transformed into an operating company in 1984.

In the 1990s, it entered the cruise ship business and delivered the first Crown Princess to the Carnival Group.

In 1992, it built the Destriero, an aluminum monohull which set the record – still unbeaten – for the fastest crossing of the Atlantic without refueling.

Between 1993 and 2001 Fincantieri focused on the design and production of products with high value added, such as cruise ships, ferries and naval vessels.

Starting in 2005 it bolstered its growth strategy by diversifying the scope of its activities into three new business areas: mega yachts, focused on the design and construction of large-sized luxury craft; naval repairs and conversions, through the expansion of the reconversion and transformation activities of already existing units; and systems and components, with the aim of presenting itself on the market as a system integrator for the design and construction of turnkey solutions.

Between 2008 and 2013 it gave further impetus to its diversification and internationalization strategy by acquiring the Manitowoc Marine group in the USA, thus entering the United States defense market, one of the largest in the world. They are also setup: Seastema, a company active in the design of Integrated Automation Systems for the naval sector, in collaboration with ABB, the Etihad Ship Building Company for the construction of ship for the Military Navy in the Middle East. Finally, an operational unit is created to respond to the growing demand for and post-sales support services.

In 2012, it delivered the first 134-meter-long mega yacht, which won the “World Superyacht Award”.

In 2013, it acquired the Norwegian group Vard, listed on the Singapore Stock Exchange, which is among the world's leaders in the construction of high-end offshore support vessels.

The company continues the process of international expansion by opening of overseas offices including China.

GRUPPO CALZEDONIA

Production of clothing, underwear, stockings and swimwear from women, men and children.

REASON WHY

Calzedonia is one of the leading Italian groups in the fashion and apparel sector and in 2016 completed the reshoring of the Falconeri brand, which today has a 100% Made in Italy production. In the last few years it has demonstrated great capacity for internationalization of its products.

KEY FACTS AND FIGURES

The company ended 2016 with revenues up by 5.4% to 2.1 billion euros.

Of its 32,000 employees scattered throughout the world, 92% are women and 68% are less than 30 years old.

Exports account for over half of its revenues and 60% of its stores (a total of 4,212) are located outside Italy, particularly in Europe and Asia (Hong Kong).

In addition to the brand of the same name, the Calzedonia Group also includes Intimissimi, Tezenis, Falconeri and Atelier Emé (wedding dresses).

Between 2015 and 2016 net profits nearly doubled, jumping from 114 million euros to 208 million euros.

Verona
Veneto
Italy



GRUPPO CALZEDONIA

Founded in Verona by Sandro Veronesi in 1986, from the start it has been active in the sale of stockings and beachwear for women, men and children.

Thirty years on, Calzedonia can boast more than 4,200 stores scattered in numerous countries around the world.

One of Calzedonia's distinctive elements is its verticalized structure and the great attention paid to both quality and the value of Made in Italy, seen in the conception, production and distribution, both direct and through affiliates, of all its products.

Sales take place exclusively in single-brand stores, managed directly, in franchising or by foreign distributors, but all having in common the same high level of customer service.

From its very beginning, the company is engaged on two fronts: on the one hand product innovation with the aim of responding to market trends and needs, on the other sustainability and efficiency by investing in research, training and company welfare.

GRUPPO ERG

Production of electricity from wind, hydro and and thermoelectric sources, with highly efficient, low environmental impact plants.

REASON WHY

Between 2008 and 2015 ERG invested over 3.5 billion euros in the renewable energy sector, promoting the efficiency and sustainability of environment. The plan is part of a deep transformation process that has led the company to dismiss oil activities and focus its investments in energy production from renewable sources, protecting the territory and the environment.

KEY FACTS AND FIGURES

In 2016, ERG's revenues exceeded 1 billion euros, with an EBITDA of 455 million euros, profits of 107 million euros, and employment of 715 people. The Group is present in Europe (France, Germany, Poland, Romania, Bulgaria and the UK) and is committed to grow in the industry according to the new global energy scenarios.

Genoa
Liguria
Italy



Founded in 1938, ERG began production in 1947 in the San Quirico refinery in Genoa.

Listed on the Milan Stock Exchange in 1997.

In 2006, it entered the renewable energy sector with the acquisition of Enertad, beginning its path of transformation towards renewable energy. In 2010, the combined cycle power plant, powered by methane gas, went into operation.

In 2013 ERG became the leading wind energy company in Italy.

In the wind energy, it has a leading position in Europe with a growing presence in France and Germany and in 2016 it also entered the United Kingdom through the acquisition of a project for the construction of a wind farm.

With Terni's hydroelectric power plant (527 MW), acquired in 2015 by EON, is among the first producers of electricity from a source of water in Italy. ERG is also active in low-impact thermoelectric production with a highly efficient and modulated CCGT plant in Sicily, at Priolo Gargallo (480 MW).

The company has set up ERGLab, a think tank that studies issues linked to the energy and environmental challenges which Europe and our country will be called upon to deal with in the near future.

It is a "laboratory" open to select stakeholders in the energy sector where it is possible to work together on the possible pathways and evolutionary scenarios of the sector.

HITACHI

Design, development and construction of trains and rolling stock.

REASON WHY

In November 2015, through Hitachi Rail Italy, Hitachi acquired for 30 million euros full control of Ansaldo Breda, a company active for more than 160 years in Italy in the production of vehicles for the rail and metro sector, and for 761 million euros 50.77% of Ansaldo STS, a company active throughout the world as a supplier of solutions for the efficiency and safety of railway systems. Subsequently, Hitachi relaunched two Italian companies at the international level, also thanks to the transfer to Italy of the production of foreign orders. The Italian sites have seen a 40% increase in production hours in the past year.

KEY FACTS AND FIGURES

Hitachi is a multinational corporation that employs 335,000 people world-wide, 44% of them outside Japan.

The financial year ended on 31 March 2017 showed group revenues of 71.3 billion euros, profits of 1.8 billion euros and more than 2.5 billion euros spent on research and development.

Hitachi Rail Italy, an evolution of Ansaldo Breda specialized in the production of rolling stock, is a world leader for driverless metros and has a 30% share of the world market in the sector.

It ended 2015 with revenues of 406 million euros and in the first quarter of 2016 racked up orders for 2.6 billion euros and revenues of 223 million.

It currently employs 1,932 workers and its Pistoia works produce the regional and high-speed trains for Italy, as well as 33 trains commissioned by Britain's Great Western Railway for 2019.

Naples
Campania
Italy



HITACHI

Hitachi was founded in 1910 in Japan (Ibaraki Prefecture) by Namihei Odaira, an electrical engineer.

The Group's mission is "contributing to society through the development of superior, original technology and products."

The first business in which the company was active was that of induction electric motors, to which were added ITCs, power production plants, transport, industrial systems, systems and electronic equipment for manufacturing and healthcare, construction machinery, high-performance materials and components, and systems for the automotive industry.

Hitachi Rail Italy was set up within the group especially for the takeover of the Italian company Ansaldo Breda and the interest held by Finmeccanica in the company Ansaldo STS.

The operation, for a total value of almost 800 million euros, enabled the group to consolidate its presence in the European rail sector.

Contemporaneously, Ansaldo Breda was the object of a substantial restructuring, closing its 2015 balance sheet with profits of 2.1 million euros after a period of losses that had lasted 15 years.

The production facilities are located in Pistoia (where Hitachi's international orders were transferred), Naples and Reggio Calabria and, currently, in addition to the Great Western Railway job, orders for Trenitalia, Trenord and Azienda Trasporti Milanese are managed.

LA MOLISANA

Milling of cereals and pasta production.

REASON WHY

A company capable of reconciling the exclusive quality of a craft workshop with the dimensions typical of industrial production, in defense of product quality and of Made in Italy. In 2016, La Molisana expanded its Campobasso plant with investments in excess of 10 million euros. In the last few years it has successfully launched a pathway to valorization and upward repositioning of the brand.

KEY FACTS AND FIGURES

In 2016, the company's revenues reached 125 million euros, of which 35% achieved abroad and distributed in 80 countries (including Brazil, the United States, Japan, Australia and New Zealand). The company has grown by valorizing the varieties of quality wheat grown in Central and Southern Italy.

It has reached a 5% share of the market, take its place as the fifth leading Italian pasta producer after Barilla, Divella, De Cecco and Garofalo, and is the number one pasta maker in Southern Italy.

Since 2011, the year it was acquired by the Ferro Group, the number of employees reached to 207.

Campobasso
Molise
Italy



In 2011, the Ferro Group of Campobasso, present in the milling and grinding sector since 1910, acquired the pasta company (in bankruptcy) and engaged in the realization of a project that would valorize the whole production chain of the territory.

Today La Molisana has three production sites: one in Foggia, a storage facility for the purchased selected grains with a capacity of 240,000 tons (the biggest in Europe) and two in Campobasso, a mill for grinding and making semolina and the pasta factory.

Currently the company has 10 production lines with a pasta-making capacity of nearly 450 tons per day and the ability to produce 100 different formats of pasta, 18 packaging lines that offer all types of packaging, and an advanced logistic platform composed of automated warehouses for a total of 33,000 pallet spaces.

The company pays great attention to valorization of the territory, achieved by starting up various projects including the signing of production contracts with several local producers in Molise and Puglia, with the goal of creating a premium line of solely Italian wheat (under the name "Cavalier Giuseppe Ferro") devoted to whole-wheat products.

The restyling project for the plants and the brand, begun in 2011, has been carried out by ensuring it is strongly anchored to the territory, also in the choice of the pasta's packaging: white and blue with the red coat of arms of the Molise region, symbolic colors to reawaken the consumer's interest and become the vehicle of the brand's identity as a product linked to the land and, especially, Italy's South.

COMPANY LIST OF PREVIOUS EDITION

2016

- BAULI GROUP
- BREMBO
- COESIA
- DALLARA AUTOMOBILI
- DE MATTEIS AGROALIMENTARI
- ELI LILLY ITALIA
- FINECO BANK
- LUNGAROTTI
- THE NICE GROUP
- TECHNOGYM

2015

- ARGO TRACTORS
- AUTOMOBILI LAMBORGHINI
- AZIMUT-BENETTI GROUP
- BLACKSHAPE AIRCRAFT
- BOLTON ALIMENTARI
- FIAMM
- GRUPPO CAMPARI
- LOCCIONI GROUP
- LAVAZZA
- NANNINI

2014

- ARTEMIDE
- CANALI
- COMER INDUSTRIES
- FALCK RENEWABLES
- FELETTI
- GUALA CLOSURES GROUP
- LAMINAZIONE SOTTILE
- NONINO
- VALAGRO
- YOOX

2013

- AMPLIFON
- ARDUINO
- BRUNELLO CUCINELLI
- EATALY
- FLOS
- GROM
- LAGO
- LUNELLI
- MOLESKINE
- MONCLER
- MUTTI

DISCLAIMER

The information in this document is not provided for commercial purposes, nor can it be reproduced or used for anything other than informational purposes. All the basic information included here is based on the official websites of the mentioned Companies and on public sources that The European House – Ambrosetti can provide on request. The names of the companies and brands mentioned in this document for informational and research purposes are the exclusive intellectual property of the companies mentioned above. The descriptions and attributes associated with each Company express the thinking and opinion of the working group of The European House – Ambrosetti and in no way that of the companies themselves.