

THE MAGAZINE OF MUNICIPALITIES AND TERRITORIES

ITALIA PIÙ

COVER STORY
MONTELLO SPA

THE CHARACTER
ROBERTO VECCHIONI

LOCAL KEY PLAYERS

LIGURIA
LAND RICH OF CONTRASTS AND TREASURES

MARCHE
PROTAGONISTS IN EUROPE

VENETO
KEYWORDS: SYNERGIES AND INNOVATION

LOMBARDY
PROVINCE OF MONZA
AND BRIANZA

DOSSIER
VENETO REGION



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FROM BEL PAESE TO BUON PAESE

D

ue to a short trip to Denmark, the subsequent return home and the summer season in full swing, I would like to take this opportunity to share with you some reflections that I have developed after this brief and, for me, intense experience abroad.

I was in Copenhagen, a wonderful, efficient, green city that bewitched me with its ability to unleash a disruptive yet serene force that immediately envelops you. At first I was taken aback, but then I realised the reasons for this state of mind: the Danish capital is the centre of a nation that goes hand in hand with modernity, in some ways even surpassing it. Every corner exudes energy and vitality: streets full of young people, lots of children, people who move around mainly by bicycle, very few cars and, again, quick and precise travel thanks to a highly efficient public transport system, in a network of roads that is extremely respectful of the natural element. Next, wind turbines and photovoltaic panels to clearly mark an energy transition that has already been strongly implemented, not undergone, let alone a façade. Here, the green turnaround has been a reality for a long time and without much compromise. A condition resulting from processes conceived and governed over the long term, carried out not without friction, but firmly governed by politics and implemented by a ruling class in the full sense of the definition.

Back in Italy, I reflected for a long time on how far there is still to go in our country, but it was also clear to me the goals to be achieved and the strengths that need to be harnessed to achieve them. Faced with exemplary models like the Danish one, 'anything is possible' becomes a mantra to be repeated with conviction because living sustainably is something we are perfectly capable of achieving. If we want it and if we are committed. Well, if I had to choose today where to spend the years to come, I would probably answer, instinctively, in Denmark. But then, thinking better and looking at the beauty that abounds throughout our Italy, I would correct the sentiment and say 'here', without a shadow of a doubt. And my dream also becomes my wish: I want to stay in the 'Bel Paese' in the hope that it will also become a "Buon Paese", capable of giving itself a broad development horizon that is beneficial to all and of a true impetus towards tomorrow.



Giuseppe Lai
Giuseppe Lai

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RECYCLING AS A FUNDAMENTAL PART OF OUR FUTURE

For Montello Spa, innovation and technological progress can shape tomorrow starting with the quality and quantity of recycled plastic waste

The climate crisis, the erosion of biodiversity and the increasing pressure on natural resources are warning signs that cannot be ignored. But what are the best strategies today? What are the risks and opportunities in such a complex and ever-changing global environment? Reducing pollution is obviously the key challenge for the future, but the ecological transition is not only a categorical imperative for

everyone, it can also be an opportunity for innovation and a better life.

In Montello, located on the outskirts of Bergamo, the headquarters of Montello Spa, was once a large steel company until 1995. It was later converted into a facility for the recovery and recycling of plastic packaging waste and organic waste from separate waste collection, embracing the principles of the Green Circular Economy. A transformation dedicated to a full and total green economy so much so that it has now become an example of excellence, both nationally and internationally, for its integrated system and applied advanced technology.

Today, Montello Spa is the pillar of a new model of ecological transition with a precise objective: to improve the quality of the separate collection of organic and plastic waste and to achieve ever higher levels of product purity after recovery.



Roberto Sancinelli, president of Montello



Montello aims to utilise 20% of the residues currently sent for disposal (but which have a high calorific value) internally to produce electricity and heat for self-consumption



“Quality recycling”, explains president Roberto Sancinelli, “is essential to ensure a greater and correct use of resources, to keep them in use for as long as possible and thus dedicate the recovery of plastics also to sensitive sectors such as food and medical. But only the right way of separate collection or precise investments in skills and new technologies allow a higher quality recycling by enabling recovery that turns them into raw material for wider production

cycles. But for this it is necessary that the bureaucratic authorisation acts and European regulations are in tune with these projects and really make it compulsory to use a precise percentage of recycled plastic in manufactured products”.

Recycling and quality re-use are now the key parameters for a leading company in the green circular economy, as Montello has been for over 25 years.



The headquarters of Montello Spa

Another hot topic is the European specific standards for plastic recycling. Standards that are part of an overall project aimed at reducing CO₂ emissions. "In our industry it is unfortunately well known that the date of 2030 is the moment when it will become mandatory to use at least 30% recycled plastics in manufactured products, rather than a decisive milestone it is likely to turn into a moment of shock and hardship for many. The reason? The legislation - according to president Roberto Sancinelli - did not establish a gradual growth in the use of recycled plastics to 30% by 2030 but chose a different path by marking that date as indicative of the 30% obligation for all. I believe that a different strategic approach was needed to embark on a more gradual environmental transition path that would fit better into the context of industrial development of the entire plastics supply chain".

Concepts such as product lifecycle assessment, reduction of CO₂ emissions and the progressive

READY TO RELAUNCH THE ECONOMY IN A GREEN KEY

Montello Spa operates in the recovery and recycling of organic waste and post-consumer plastic packaging and owns three production sites, the most important of which is in the municipality of Montello (Bergamo). The second site in the municipality of Stradella (Pavia) specialises in the recycling of Hdpe polymer waste, again from the sorting of post-consumer plastic packaging from separate waste collection; the third in the former Alfa Romeo area of Arese, as well as partnerships in other production sites in the sector in Tuscany, Umbria and Sicily.





reduction of the use of fossil and natural resources are therefore already pursued every day by Montello with very important results for the environment and people.

The plant, located in the municipality of Montello, recycles 350,000 tonnes of post-consumer plastic packaging per year, from which new products are made, and 750,000 tonnes of organic fraction per year, from which biogas is produced, which is used to produce biomethane for cars, carbon dioxide for industrial uses, including beverages, and a high quality organic fertiliser used in agriculture to replace chemical fertilisers. A recycling activity that avoids CO₂ emissions of about 800,000 tonnes/year.

Every year more than 1 million tonnes of waste enter Montello to be recycled, of which 80% is transformed into Secondary Raw Materials (SRMs) and End Waste Products while 20%, which are the decaying residues from the recycling production processes, are sent for disposal at incinerators and landfills for this purpose.

The next steps are: to energetically recover 20% of the waste currently sent to Montello for disposal (but which has a high calorific value), to produce electricity and thermal energy for own consumption, making Montello self-sufficient; to start up a “molecular recycling” plant for the production of synthetic oil from polyolefin plastics destined for the production of primary polymers, which will contain a percentage of post-consumer plastics from recycling; to be ready for the production of hydrogen when the market for its use requires it.





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IN SPOTLIGHT

IN THIS NUMBER

There are stories that deserve to be told, special stories, capable of inspiring those who read them because of the courage that the players needed before they reached the stage where they can share them.

It is a gift to be able to learn from other people's experiences!
Doing business isn't just about luck; it requires initiative, hard work, investments, marketing.

But there is a secret ingredient in this recipe of rational success: and that is vision, it is that spark of foresight that not everyone is able to add.
And this is what we want to talk about.

And although the ending is no surprise, reading about it will still be intriguing...

CLOSE UP

Lapp Italia
QC Terme

CASE HISTORY

Fava Bibite
Salumificio San Michele
Demetra



FROM CO-ENGINEERING TO CYBERSECURITY: THE CHALLENGES OF INDUSTRIAL AUTOMATION

Lapp Italia, a subsidiary of the German multinational Lapp, opens a new chapter in its history: a change at the top and strategic challenges

Lapp's core business has always been the supply of cables and accessories for the cabling of machines and industrial plants, true life lines through which energy, data and signals flow, and which are essential for the operation of companies in the manufacturing sector. Added to this over time was the integrated offer for the realisation of the network infrastructure dedicated to data transmission, based on a holistic approach, from design to logistics to cybersecurity consulting for production lines. An evolution, that of Lapp Italia based in Desio (Monza Brianza), a subsidiary of the German multinational of the same name, in line with both the company's historical motto, 'Reliably connecting the world', and its more current motto, 'Alive by Lapp', a synthesis

of a concrete commitment in every area of factory automation, from Industrial Internet of Things to predictive maintenance, from e-mobility to Dc power, and renewable energy.

The new chapter in the company's history is marked by a major change at the top, which saw the passing of the baton of managing director from Roberto Pomari, who had held this role since 2012, to Claudio Fegino, who took up his new post in September 2024, also becoming head of the South Europe cluster.

"It was an intense twelve years, because the mission we had in Italy was to double the turnover", Pomari begins. Goal more than achieved: "From 50 million euro, we have grown to over 200". This result was also achieved thanks to major investments, in



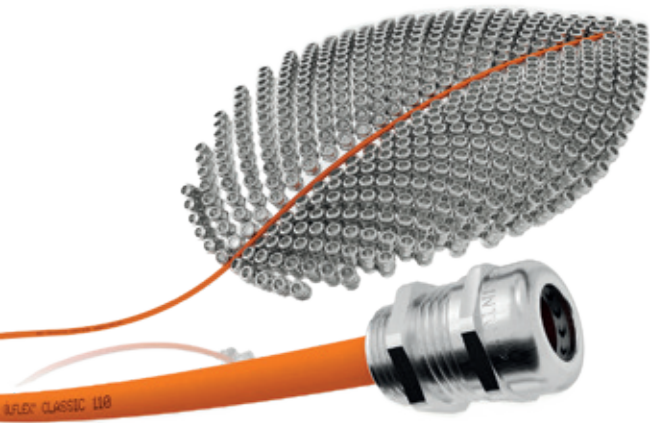
Roberto Pomari and Claudio Fegino

FAMILY-OWNED MULTINATIONAL

The history of the Lapp Group began in 1959 when Oskar Lapp invented the first cable with coloured conductors, naming this innovative product Ölflex (registered trademark), which became the first of today's eight brands. Currently, the third generation of the family is at the helm of the German multinational, which has more than 5,055 employees worldwide, 21 production plants, 41 sales subsidiaries on five continents and more than 100 business partners, with a turnover of 1.92 billion euros in 2022/2023.



The Stuttgart headquarters



particular the acquisition of several companies, including the Brescia-based Camuna Cavi, the Padua-based Ceam Cavi Speciali and the more recent Ku Distribution and Unika, which brought Lapp to over 450 employees in Italy with four production sites and two sales companies. Our country is now the second largest market within the Group, after Germany. “We will continue under the banner of continuity, expanding synergies with the other countries in the cluster, namely Spain and Portugal, and increasingly aligning our strategies to the macro trends of the market”, continues Fegino, who has a background in mechanical engineering and a career in sales and marketing, with a long experience in South East Asia. One of the main challenges is co-engineering: “Together with the customer, we study integrated, complete and customised solutions, which are produced, tested and finally delivered, ready for plug-and-play installation”, Fegino continues. A high added-value service, which Lapp Italia is able to offer thanks to the specific know-how of its in-house technical department and state-of-the-art solutions, such as the Ölflex Connect range of pre-wired cables and integrated connection systems. The recent expansion of the hub in the Czech Republic should also be seen in this light, while in the coming years a large logistics centre will be built in Mantua “to increasingly reduce the distance between supplier and customer within the supply chain, a general need that



In the next few years a large logistics centre will be built in Mantua to increasingly reduce the distance between supplier and customer within the supply chain

emerged strongly during the pandemic”. Also strategic for Lapp is the field of Industrial Communication, which includes the production of products and components for industrial data transmission: “Interconnectedness and digitisation now require increasing attention to be paid to cybersecurity”, continues Pomari, who took over as head of the Industrial Communication Centre of Competence, the new multi-location application centre established by the Group. “We offer specific solutions and services for communication in data transmission networks and the protection of industrial automation systems and connected devices used to control and manage physical operations and processes”. Finally, with Strategy 2027, Lapp also places sustainability at the centre of its growth: the commitment to a more responsible use of resources involves all staff, who are made aware through various initiatives, including the organisation of Sustainability Days.



IN THE FOCUS

WHEN WELL-BEING IS A PLEASURE TO BE SHARED

Qc introduced a holistic approach to body care, to which it also combined attention to psychological and social aspects

A revolution that started in 1998 at the Bagni Vecchi in Bormio, in the heart of Valtellina

“Our story begins 25 years ago when I, who was a lawyer at the time, and my brother Saverio, who was a building contractor, inherited a large thermal baths facility, which was in need of a major renovation, in Bormio, Valtellina. By observing people and sensing their needs, we realised that we had to change the paradigm, transforming the classic therapeutic practice into an all-round wellness experience”.

Andrea Quadrio Curzio, ceo & chief experience and operations, thus retraces the beginning of an adventure that has led QC to be today the leading group in Italian hospitality, with a turnover of almost 150 million in 2023 and a forecast of 180 million for 2024. Constant growth, made up of a lively and constant succession of new projects, also characterises the 2024-2025 season. “We plan to expand the spa centre in New York with a second 3,000-square-metre lot, which will double the current area. Then we will open QC Room Milano, our

first smart hotel, not far from the spa in the Lombard capital. It will be a very well-kept facility, but with an informal atmosphere, different from the hotels we already have in other destinations”.

In spring 2025, the new opening in Salsomaggiore will pay homage to the history of the Terme Berzieri complex: “The wellness area will be very large, up to 6,000 square metres, although the largest area will remain that of San Pellegrino with its 8,000 square metres. Speaking of new centres, QC Treviso and QC Pontresina in the Engadine will also see the light of dayspa and hotel in 2025, while a new skincare line will be unveiled by the end of 2024, as well as the restyling of the traditional room fragrance line. Looking further into the future, “we are considering opening an office in Mandello del Lario, on Lake Como, and doubling our presence in Milan, in the north-west of the city. Expansion abroad continues with Paris and the Ile de France.

The key to the success of the Qs formula, according

Taking care of oneself also means fostering emotional recovery and nurturing the mind, especially in today's fast-paced, connected and complex society

New York, Tears of the clouds pool





Chamonix, Infinity pool



Dolomites, Enrosadira pool

to Quadrio Curzio, is to have realised that the quest for well-being includes not only the physical, but also the psychological and social aspects. "From the very beginning, we have introduced a number of innovations to make this experience beautiful and enjoyable in many ways, starting with the beautification of the environments, which were previously very hospitalised", the Ceo continues.

"We then encouraged our guests to share these moments with people they care about, be it a partner, family members or friends". An idea that has been very well received: today 93% of those who attend Qc centres do so in company. "Women in particular, who account for up to 70% of the clientele in the cities, are in the habit of carving out time to spend with their mothers, sisters, friends or colleagues". Taking care of oneself also means fostering emotional recovery and nurturing the mind, especially in today's fast-paced, connected and complex society. "A need that has become even stronger since the pandemic, to which we respond with three increasingly valid ingredients, such as poetry, magic and beauty", concludes Andrea Quadrio Curzio. "With this in mind, we have introduced

ATTENTION TO THE REGION

Qc currently has 12 spa destinations with a total of 1,800,000 guests per year and over 1,000 employees: Bormio, with Bagni Vecchi and Nuovi, Milan, Turin, Rome, Pré-Saint-Didier, the Dolomites, San Pellegrino, Garda, Chamonix, Mont Blanc and New York. The group's concern for the environment translates into sustainable architectural and technological choices, but also into the restoration of valuable historical buildings and the generation of tourist attractiveness in areas that are not particularly flourishing.



Mont Blanc

the possibility of musical performances during the day at the spa, as well as continuously enriching the wellness practices with a varied offer, from the cinema tub to the rotating sauna".

In short: relax yes, be bored no.

CASE HISTORY



THE MINERAL WATER THAT SPRINGS FROM THE HEART OF THE COMO PREALPS

From the San Graziano source, Fava Bibite begins a new adventure in the soft drink bottling business, with over fifty years of experience

It infiltrates the bowels of the mountains that dominate Lake Como at a height of about 1,000 metres above sea level, thus beginning a long journey through deep stratifications of millenary rocks of a carbonate - dolomitic and siliceous nature, which enrich it with mineral salts and trace elements. After 65 years, protected by nature, it finally reaches its source in

Mariano Comense, 300 metres above sea level, where Fava Bibite is based, within the Groane Natural Park. Starting in summer 2024, San Graziano Mineral Water became available in elegant 75—and 37.5 cl glass bottles at the best restaurants, with an exclusive label design that recalls the profile of the Prealpi Comasche. “After years of in-depth geological studies based on the knowledge of the glacial origin of our territory, and analyses by specialised laboratories during the research phases, we have identified this deep aquifer from which emerges an oligomineral water suitable for daily consumption, ideal for those who appreciate quality and naturalness”, explains director Davide Fava, the third generation of the family at the helm of the historic Como-based company. “Also available in mild sparkling and fizzy lines, it has a balanced fixed residue of 154



“The history of Fava Bibite has deep roots: a success story fostered by the family management, which, determined in its quest for quality, has been able to combine tradition and innovation

mg/L and a pH at source of 8. Being naturally alkaline makes it part of a group of rather rare waters that are highly valued for their properties, especially in the United States and Asia. In addition to low nitrate levels (2.3 mg/L), is distinguished by the total absence of arsenic". San Graziano mineral water is also used in the production of our drinks, which are the result of more than fifty years of experience in the soft drinks bottling industry: Not to be missed is the line that combines tradition and innovation by offering 14 different flavours, including tonic water, ginger beer, gazzosa, chinotto, and lemonade; Spuma Alpina, and Sole Rosso, a line of organic products.

"The history of Fava Bibite", Davide Fava continues, "has deep roots: founded by my grandfather Vincenzo in 1955, it was then led by my father Giovanni, who transformed it from a small artisan business to an industry, paving the way for contract manufacturing collaborations with major multinational companies. Our constant dedication to quality has led us to make important decisions, sometimes going against the trend, including abandoning plastic bottles for over 15 years to focus exclusively on glass and aluminium bottles. We were one of the first companies in the food sector to develop organic beverages with made-in-Italy ingredients, destined for export to niche foreign markets, attracted by the excellence typical of our country". Currently, Fava Bibite employs 40 people, has a turnover of Eur 12 million and covers an area of 10,000 square metres, within a total area of 35,000 square metres. "In addition to the European Union, our products are shipped to Australia, New Zealand, the United States, Canada, South Korea, Japan and South America. In the last ten years, there has been a trend reversal: the increasingly aware consumer prefers



WORLD-CLASS QUALITY

Producing for customers all over the world, Fava Bibite has the most important international food certifications, such as Brc Food Standard (developed by the British Retail Consortium), Eu Organic and Usda Organic, as well as kosher and halal certifications. Furthermore, sharing the use of a code of ethics in production and trade policies, it is a member of Sedex, a non-profit organisation dedicated to achieving ethical and responsible business practices in global supply chains.

high-quality drinks with natural ingredients, free of preservatives and artificial colourings. Today, our brand, a symbol of our deep passion for quality and dedication to the wellbeing of consumers, continues to shine in the Italian beverage scene and proudly carries the Made in Italy banner around the world, each year receiving important awards and recognition from even the most authoritative food and wine magazines, including the "Gambero Rosso".



CASE HISTORY



A FORMAL IDENTITY TO THE COMMITMENT TO SUSTAINABILITY

Since 2023 Salumificio San Michele has become a Benefit Company giving structure, consistency and evidence to the integrated management of corporate social responsibility in its core business



Serena Somenzi, delegate councillor for sustainability

In the contemporary business landscape, Benefit Companies are avant-garde business models that attempt to harmonise the pursuit of profit with social and environmental responsibility. Italy was the first nation in Europe to recognise this legal form, which was introduced with the 2016 Stability Law (no. 208/2015). Salumificio San Michele also drew inspiration from this new company concept. The historic company, which has its headquarters in Offanengo, in the province of Cremona, started the process of becoming a Benefit Company in July 2023.

"Among the many possible initiatives to develop these issues, the decision to amend the Articles of Association, internalising the aims of common benefit, was promoted for reasons of recognition by the company's stakeholders", explains Serena Somenzi, board member with responsibility for sustainability.

"The indication of a Benefit Company next to the company name communicates in a decisive and immediate way the beginning of a profound and structured path, which influences many aspects of the company's business".

Collaboration with Seneca Srl, a 25-year-old consultancy company, guided this process. This company played a key role in shaping the new nature from the values and principles of all time.

FROM FATHER TO SON

Salumificio San Michele was established over forty years ago in San Michele Tiorre, a hamlet in the municipality of Felino (Parma), in the heart of Italy's Food Valley. The first plant was acquired in 1978 by Giuseppe Cremonesi, father of the current Ceo Daniele: over time the Langhirano plant was added, then the Offanengo plant, dedicated to deboning and logistics, and finally a second plant, also in Langhirano, dedicated to slicing. The company exports its products worldwide with a production of around 800,000 hams per year.



"The aims of common benefit, which Salumificio has formalised in its statutes, are not additional and independent factors, but must be pursued in the conduct of business in an integrated manner. In concrete terms, the commitments include various actions: from the nutritional improvement of products to the reduction of environmental impact, through the increasing use of renewable energy and the adoption of circular economy principles; from the creation of a safe and inclusive working environment, with special attention to foreign workers, to transparent measurement and communication through the use of self-assessment tools and standards. "The Salumificio", continues Somenzi, "has developed a reporting system to convey the year's results to its stakeholders and maintain open communication with the community and the market, helping to consolidate trust". The board of directors was also enriched with new competences with the entry of two new independent directors and the introduction of the figure of the 'impact manager', who supports the directors in monitoring the actions taken to achieve the common benefit. "The decision to become a Benefit Company must necessarily be motivated by a genuine commitment to

sustainability and the common good", Somenzi specifies, "otherwise the board of directors is not exempt from responsibility. To balance the interests of shareholders with those of a wide range of stakeholders, we are defining the most appropriate tools and methodologies to involve employees, customers, suppliers and the communities in which we operate. Everyone's voice, opinions and needs are fundamental to our process of growth consistent with the aims of common benefit.

Looking to the future, Salumificio San Michele is actively defining specific objectives and targeted actions to be implemented each year: an ongoing commitment, which testifies to its willingness to do its best to progress socially and environmentally, as well as economically.

"The strategic choice to transform ourselves into a Benefit Company represents a real roadmap for our future action, with the ambition of becoming a reference point for the sector", concludes Somenzi, who adds: "The impact report, which is now available on the website, will be integrated into the sustainability report, which from 2025 will be drawn up in line with the latest European standards, consistent with the Sustainability Reporting Directive (Sdr)".



Looking to the future, Salumificio San Michele is actively defining specific objectives and targeted actions to be implemented each year

CASE HISTORY

YOU CAN FEEL THE QUALITY HERE

Demetra is an oasis of goodness in the heart of Valtellina



Talamona, in the province of Sondrio, is home to a company known for the specialities it offers to the catering world. Her name is Demetra, after the Greek goddess of the earth and grain, and for 40 years she has been producing and marketing over 500 specialities



Romolo Verga, sales marketing manager and partner of Demetra

for food professionals, including pickles, natural and reconstituted vegetables and pulses, sauces, creams and sauces, dressings, broths and stocks, as well as fish, shellfish, fruit and desserts. Through Wiberg, a historical Austrian company, it also boasts spices and seasonings in its portfolio.

An oasis of goodness but, above all, of quality, lying on the southern slope of the Valtellina, the cradle of Lombardy's food and wine, whose specialities are appreciated everywhere, just think of bresaola, pizzoccheri, sciatt or polenta.

The growth that has made the company a true industry leader is certainly due to the excellence of its products, selected at source and processed with the best technologies. "We want to be the ideal partner for Horeca distributors", explains Romolo Verga, partner and sales & marketing manager of Demetra, "as a manufacturing company that is also able to offer pre and post-sales service with our chef promoters". At

“
In its vast range, Demetra also has over a hundred ingredients that meet the needs of modern chefs and pizza makers

THE ACADEMY TO TRAIN SALESMEN

The Demetra Food Academy was recently inaugurated, a space designed for the professional training of all sales personnel working with Demetra in Talamona, Sondrio, but also for hosting customers for tastings and promotional events. A taste area of more than 300 square metres in three distinct zones: a didactic and show cooking kitchen, a professional kitchen and a bar and restaurant area that, in total, can accommodate and water more than 50 people.



Demetra Food Academy

Demetra, the growth does not stop and the numbers give an account of a strong and dynamic company: There are 110 employees in the two production units, more than 8,000 tonnes of vegetables and mushrooms, more than 2.5 million packaged food bags for more than 50 thousand end customers served in Italy. The fresh raw material receiving and processing department and the production department are being upgraded with a new cooking line based on the exclusive Diva System (Direct Injection, Vacuum cooking, All in one): a technology that combines vacuum cooking with direct steam injection. This method offers numerous advantages over traditional systems, maintaining the fragrance of raw materials, reducing the amount of oxygen in contact with the product and avoiding oxidation and thus the degradation of food colour and flavour.

Among the most innovative projects made by Demetra is, for example, the Crem à Poche, the first sterilised, and therefore long-life, sac à poche for savoury creams that recently also won an award in the 'Innovation Award' competition, sponsored by the Catholic University of Piacenza and the Italian Catering Cooperative.

A cream dispenser of many types - vegetable, cheese and various others - to be used just like a traditional sac à poche, practical, hygienic and easy to handle, saving time and increasing precision. This is a crucial consideration, particularly at a time when consumers are increasingly conscious of the quality and healthfulness of food, even while dining out. Demetra never forgets its connection to the land, its cuisine and its traditions. This has not stopped the

company from looking further afield, expanding its offer by bringing great innovation to the sector in which it operates, always with an eye on contemporary trends in taste and modern nutrition. "We place great emphasis on a wide range of specialities", Verga further explains. "In fact, we have more than hundreds of ingredients in our assortment that fully meet the needs of modern chefs and pizza makers. Precisely on the basis of the advice we receive from them and their current needs, we have over time strengthened our offer".





BRIGLIA

• 1949 •



VENETO DOSSIER

Arqua Petrarca

VENETO VILLAGES: SMALL JEWELS SHINING WITH MAGIC

A fascinating dive into nature, culture, art and tradition from the sea to the mountains, across plains and hills

Fifteen Veneto pearls that belong to two prestigious clubs: Borghi più Belli d'Italia and Borghi Bandiere Arancione. This is the historical, cultural and architectural heritage scattered across the Veneto region, where between the coastline, rolling hills, vast plains and the majestic peaks of the Dolomites, even the ancient villages tell an original, glorious and often unique story.

Often surrounded by medieval walls and dominated by castles and towers, these jewels set in dreamy landscapes offer a plunge into a past rich in art and tradition. Places where life flows slowly, harking back to ancient rhythms, and where every corner represents a piece of an evocative tale. These are spaces in which one can also grasp the profound bond that binds people to their places, expressed in the care for the enhancement of every detail, for extraordinary philological restorations, for attention to maintaining every aspect - architectural, environmental and cultural - to the best of their ability to be able to share it with their welcome guests.

After all, being part of the Borghi più Belli d'Italia means being an expression of a great open-air museum, of a network of Italian excellence whose distinguishing feature is beauty, understood as the 'promise of happiness', like the atmosphere emanating from a landscape or the charm of passing time. It is equally significant and prestigious to be able to boast the Orange Flag, which it is the recognition of tourist-environmental quality awarded by the Italian Touring Club to places on the peninsula with fewer than 15,000 inhabitants that stand out for the quality of their tourist reception, environmental sustainability and care for their artistic and cultural heritage. Therefore, there are many and varied reasons for a fascinating journey through nature, culture, art, and

tradition in centres in the Veneto (www.veneto.eu) that are often not entirely known and that guarantee wonder and amazement.

Marostica

Nestled in the foothills, Marostica, in the province of Vicenza, is enclosed within the ancient walls of its castles and still retains the magic of bygone eras. The famous chess game, a medieval re-enactment with 'living pawns' in period costume, is the highest expression of its tradition. Don't miss its tasty Igp cherries.

Asolo

In the Club of the Borghi più Belli d'Italia (Italy's Most Beautiful Villages), Asolo, in the province of Treviso, was defined by Giosuè Carducci as 'the city of a hundred horizons' for its enchanting panoramic position among



PH: DAVIDE BUISETTO



Overview of Asolo



Montagnana, circular walk

PH. DAVIDE BUSETTO

Montagnana, in the province of Padua, is among the fortified towns of Veneto the one that best preserves its Guelph battlemented walls

Montagnana

Part of the Club of the Borghi più Belli d'Italia (Italy's Most Beautiful Villages), Montagnana in the province of Padua is, among the fortified towns of the Veneto, the one that best preserves its Guelph battlemented walls. The imposing ring, surrounded by a meadow moat interspersed with 24 towers, was built by the Carraresi on previous fortifications. Among the gastronomic highlights is the not-to-be-missed Prosciutto Veneto Euganeo Berico Dop.

Portobuffolè

Portobuffolè in the province of Treviso is one of the Borghi più Belli d'Italia and experienced its period of greatest splendour under Venetian rule. The heart of the historical centre is the small, elegant Piazza Beccaro, surrounded by palaces with important façades, some of which are frescoed. Also worth seeing are the Customs House, the Monte di Pietà, the Loggia Comunale, a Gothic reconstruction, and the cathedral.

Soave

Soave, in the province of Verona, is a charming medieval town where the castle and many ancient buildings stand out. The manor, with its grandeur, dominates the entire region. The fascinating Scaligere walls, interspersed with 24 'Ghibelline' crenellated towers, entirely surround the

the hills. Between 1489 to 1509, its castle became the prestigious residence of Caterina Cornaro, Queen of Cyprus. The symbol of the village is the Rocca, which dominates the landscape from the summit of Monte Ricco, offering a spectacular view. Just outside the city centre, golfers will find a challenging and fascinating 18-hole course.



Portobuffolè

PH. DAVIDE BUSETTO



Arqua Petrarca



Cison di Valmarino

charming village. It is also known worldwide for its white wine of the same name.

Caorle

Caorle, in the province of Venice, is a renowned seaside resort with a beautiful, well-equipped beach where you can enjoy unforgettable holidays. A 'Venice in miniature' made up of calli, campielli, frescoed houses, precious historical buildings and the cathedral with its characteristic bell tower. Also worth seeing is the nearby Porto Peschereccio, where the fish market takes place, adding to the charm of the fishing village.

Arquà Petrarca

In the club of the Borghi più Belli d'Italia (Italy's Most Beautiful Villages), Arquà in the province of Padua is a small jewel immersed in the tranquillity of the Euganean Hills. A charming medieval village full of palaces and elegant villas. The poet Francesco Petrarca lived here. Also of interest is the small lake of the same name, listed as a Unesco World Heritage Site for the presence of pile-dwelling remains from prehistoric times.

Cison di Valmarino

Cison di Valmarino, in the province of Treviso, is part of Borghi più Belli d'Italia, dominated by the mighty Brandolini Castle, a fortified complex dating back to the 12th century. The heart of the historic centre is Piazza Roma, overlooked by buildings of great importance. Cison is also an ideal destination for pleasant nature walks, such as the 'via dell'acqua' (water route) between old wash houses, gullies and ancient mills.

San Giorgio di Valpolicella

In the province of Verona, San Giorgio di Valpolicella is a quiet, perched village, just a stone's throw from Lake Garda, immersed in the tranquillity of vineyards and olive groves: a little gem that joined the Club of the Most Beautiful Villages in Italy in 2015. The heart of the town is the Longobard-Romanesque parish church, one of the oldest places of worship in the Verona area, dating back to the 8th century, with its remarkable cloister.



PH. DAVIDE BUISSETTO



San Giorgio di Valpolicella



PH: DAVIDE BUSETTO

Malcesine, Lake Garda



Malcesine

Dominated by the elegant castle and characterised by charming medieval alleys, Malcesine in the province of Verona is a romantic and poetic place. Considered the 'pearl of the lake', Malcesine joined the Club of the 'Borghi più Belli d'Italia' in 2023. For breathtaking views of Lake Garda, the ascent with the Malcesine Monte Baldo cable car with rotating panoramic cabins is a must.

Chioggia

A plunge into a magical atmosphere among the calli, bridges and picturesque canals that make the Venetian city of Chioggia a little Venice. Don't miss a walk along

the Corso del Popolo, an aristocratic and radiant square, where the Clock Tower stands out. In gastronomic terms, it is worth mentioning the radicchio di Chioggia Igp.

Follina

A small village, a place of spirituality, included in the club of the Most Beautiful Villages in Italy: this is Follina, in the province of Treviso. Here stands the Cistercian Abbey of Santa Maria, a complex of great artistic value where the statue of the Madonna of the Sacred Chalice, an object of veneration and pilgrimage, is kept. The splendid 13th-century Abbot's cloister and small cloister are also impressive.



PH: DAVIDE BUSETTO

Cistercian Abbey of Santa Maria di Follina



Mel, Borgo Valbelluna



Sottoguda, Rocca Pietore

A short walk from the centre of Sottoguda is the Gola dei Serrai, an incredible canyon carved by the Pettorina stream

Mel di Borgo Valbelluna

A small village with great charm, Belluno's Mel joined the club of the Borghi più Belli d'Italia in 2017. Its historic centre is a harmonious mix of buildings from different eras. In the hamlet of Villa stands the imposing Zumelle Castle, a military defence garrison perched on a cliff.

Borghetto di Valeggio sul Mincio

Charming and romantic, the Veronese Borghetto di Valeggio sul Mincio also belongs to the Club of the Borghi più Belli d'Italia. Losing oneself in its narrow streets, admiring the old water mills and quaint little houses is a real enchantment. Not to be missed is the Scaliger Castle

in the nearby municipality of Valeggio sul Mincio, which dominates the town and the Mincio valley with its three towers.

Sottoguda

An Alpine casket at the foot of the Marmolada, Sottoguda - a hamlet of Rocca Pietore in the province of Belluno - is one of Italy's Most Beautiful Villages. This picturesque alpine village is characterised by the 'tabièi', old wooden barns once used to house livestock and agricultural tools. Just a short walk from the centre is the Serrai Gorge, an incredible canyon carved by the Pettorina stream with vertical walls more than 100 metres high.



Borghetto di Valeggio sul Mincio

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The Eco-Ethical Company



There are invisible threads that tie business realities with the culture of the regions. There is an entrepreneurial identity that is not learned at school.

The tree roots sink into the ground to draw nourishment from it.

In the same way, companies take shape and develop in a specific place, absorbing its culture and giving back local and community welfare. An unavoidable productive exchange, that encourages us to talk about Italy and its local territories even through their businesses.

IN THIS ISSUE

Provincia Autonomia di Trento



THE TRENTINO ECOSYSTEM PRESENTS ITS MODEL OF SUSTAINABLE ECONOMY

The Autonomous Province of Trento ‘sponsors’ the best of the green economy made in Trentino at Ecomondo



Michele Tait, exhibitor coordinator for the Autonomous Province of Trento

Environmental protection and sustainability have for years been central themes for the Autonomous Province of Trento, which, in the wake of the Un’s Agenda 2030, in 2021, adopted a Provincial Strategy for Sustainable Development (Spross). A document that

outlines the vision of the sustainable Trentino of the future and the concrete actions to be implemented by 2030, through the identification of five strategic areas of intervention: Trentino is smarter, greener, more connected, more social and closer to its citizens, with 20 provincial objectives for environmental, social and economic sustainability.

The tool, which was also created following a process involving civil society, has become a reference point for the strategic, financial and sectoral planning of the provincial administration and, thanks to virtuous policies, is achieving positive results in the areas of energy saving, land and water use, waste management, but also in transport, agriculture, tourism and the circular economy. In the latter field, Trentino is witnessing a significant growth in innovative companies and start-ups that place respect for the environment and sustainable development at the heart of their business.

Among the initiatives taken by the Province to promote this increasingly important sector of the economy is the organisation of the participation of “green” Trentino companies at Ecomondo, the international trade fair in Rimini dedicated to the circular economy and



REGENERATIVE ECONOMY, AND BEYOND

From the start-up that turns cigarette butts into plastic to make new objects, to the company that makes playground furniture from recycled and recyclable wood, aluminium and polyethylene, or the one that turns used tyres into a range of products that can be further recycled, such as acoustic insulation, street furniture or gym flooring. In addition, innovative solutions for water treatment or complete traceability of urban hygiene, green building, green energy and much more. All this at the Trentino pavilion at Ecomondo 2024.

Once again at this edition, the exhibitors from Trentino will be united in a large pavilion and, in order to reinforce the concept of territorial identity, each stand will bear the logo of the butterfly, the symbol of Trentino

technological and industrial innovation, which this year will take place from 5 to 8 November.

In particular, it is the Purification Agency, a structure of the Province, that has been coordinating, for more than 12 years, the presence of Trentino companies at the Rimini event following the publication of a public notice several months beforehand. "There is a great deal of work behind us, first in the phase of collecting applications for the event", explains engineer Giovanni Battista Gatti, general manager of the Purification Agency, "then for the setting up of the pavilion with the allocation of individual spaces for our exhibitors and also for the entire duration of the fair, an opportunity to reaffirm, with our presence as representatives of the Province, all our support for an economic sector that increasingly excels also at an international level".

Once again, Trentino exhibitors will be united in one large pavilion, and to reinforce the concept of territorial identity, each stand will feature the logo of the butterfly, symbol of Trentino. "The tried-and-tested formula of the regional pavilion, which until last year was a unique case in the entire fair, which brings together the best of Trentino's circular economy", says engineer Gatti, "is highly appreciated by national and international stakeholders and visitors, and is also viewed with some interest by the other exhibitors at the fair. For our companies", he adds, "the presence at this important event is also an opportunity for comparison and possible networking with other realities of this very dynamic sector, always rich in ideas and constantly evolving".



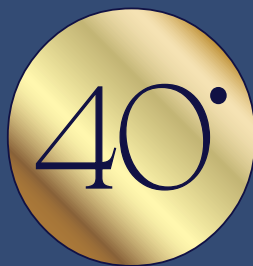
More than 30 innovative companies and start-ups will represent the best of Trentino's green economy with products, services and advanced technological solutions: an 'expedition' that will certainly stand out for its original and highly innovative proposals. "Ecomondo," says provincial councillor for the Environment Giulia Zanotelli, "represents an important opportunity to show how valuable and innovative the Trentino ecosystem, made up of companies but also of young start-ups, research centres and development agencies, is able to offer in the field of circular economy and green economy not only to the local production fabric but to the entire country. The environment, natural resources, territory and landscape have always been an asset for our province, and our companies can also play a fundamental role in these areas.





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ELEGANCE AND SAFETY IN THE WATER

The new era of swimming pools in Sardinia with lem: experience, service and reliability



Owner Fabrizio Coni

Who among us has never experienced the joy of diving into a swimming pool? Whether in a private villa or a hotel, the feeling of relaxation and pleasure is always the same. The pool, with its intimate and tranquil setting, offers an irresistible refuge. However, even in such a serene context, accidents are not uncommon. For this reason, it is essential that the design of the pool is combined with a safe design. This is why lem, a leader in the installation and maintenance of water management pumps, has partnered with Piscine Castiglione, a brand that is synonymous with elegance and quality in the world of Italian swimming pools.

“We have been operating in Sardinia for several years, offering assistance for swimming pools with the products of Grundfos, the most prestigious brand in the world for pumps”, says Fabrizio Coni, owner of lem. “We are the only contact person in Sardinia and this has allowed us to carry out numerous interventions, especially in Costa Smeralda, where the demand for technical assistance is very high. Safety is our priority. Our operating diagrams allow us to control all crucial steps for both the correct installation of swimming pools and timely maintenance, guaranteed by our experienced technicians and the reliability of Grundfos

pressurisation and water intake systems. Because what counts is the serenity of being able to fully enjoy this wonderful space of relaxation’.

An additional step that allowed lem to distinguish itself on the market was to combine safety, elegance and design, choosing Piscine Castiglione as a partner. This brand not only designed the swimming pools for the Paris Olympics, but is also renowned for its high safety standards and Italian aesthetics exported all over the world. Piscine Castiglione creates breathtaking installations for every context, from large hotels to private residences, with tailor-made solutions for every need. Thanks to this synergy, the Sardinian market can benefit from pools that not only guarantee safety and quality, but also exclusive design. A unique opportunity for those who wish to immerse themselves in luxury and tranquillity, knowing they are in good hands.

“An additional step that allowed lem to stand out in the market was to combine safety, elegance and design, choosing Piscine Castiglione as a partner



The atmosphere of lem pools

A SICILIAN COMPANY WORKING FOR SUSTAINABLE ENERGY

Tecnologie Solari Sicilia, the renewable energy pioneers from Sicily to Lombardy



Alessandro Orto, owner of Tecnologie Solari Sicilia

Tecnologie Solari Sicilia is a leading supplier of solar energy equipment specialising in the installation of photovoltaic systems, thermosolar systems and power optimisers throughout the region. Established in Messina in 2008, the company was founded by Alessandro Orto at a time when solar panels were expensive and the industry was underdeveloped. Initially formed by a small group of people, the company has experienced rapid growth in the residential market thanks to the expansion of its sales force and the recruitment of a specialist technical staff.

Tecnologie Solari Sicilia initially focused its activities on the installation of photovoltaic systems and air conditioning. However, 2019 will be a crucial year, as Orto decides to expand its business by opening a branch in Lombardy, a move that will allow the company to further increase its staff and introduce new external installation teams and designers, thus consolidating the company's presence beyond the Sicilian borders.

Tecnologie Solari Sicilia then expanded its

offer by dealing with other sectors such as high-efficiency air conditioning through the installation of heat pump systems. These interventions allow customers to cut energy costs by acting on both electricity and gas bills.

Using a combination of air conditioning, thermal insulation, thermal windows, storage batteries and charging stations, the company has managed to bring several homes up to energy class A4, or zero energy cost.

Alessandro Orto explains: "For us, comfort in the home should not be a luxury and should not depend on external events such as any political and economic situations. We are committed to making this happen". These words reflect Tecnologie Solari Sicilia's commitment to ensuring a sustainable and energy-independent future for its customers.

Through continuous innovation and hard work, Tecnologie Solari Sicilia not only contributes to reducing environmental impact, but also represents a model of entrepreneurial success.



For Tecnologie Solari Sicilia, comfort in the home should not be a luxury and should not depend on external events such as any political and economic situations



A job performed by the company

EXPERIENCE AND EXPERTISE FOR A GREEN FUTURE

Bargain's challenges for a more environmentally friendly tomorrow

Transversal expertise, constant innovation and customised solutions: specialising in energy consultancy, design, installation and maintenance of photovoltaic and renewable energy systems, Bargain offers solutions for individuals, companies and public administrations. A working model, that of the company, which, thanks also to the partnerships it has built up and twenty years' experience in the sector, has enabled it to have a client portfolio that today

ranks among the first in Italy in terms of volumes acquired: "We manage about 1 Terawatt (TW) of electricity and 120 million cubic metres (smc) of gas," explains Ceo Antonino Befumo.

The company's main feature is its ability to offer companies dedicated services without additional costs. "As a brokerage agency, we have several direct national mandates," adds Befumo. This allows us to compare what the market offers

Bargain provides customised energy consulting services aimed at optimising energy efficiency and reducing costs



Antonino Befumo, owner of Bargain

and get better quotes. With Bargain we can provide advice on electricity and gas supplies and renewable energy sources, energy certifications and energy efficiency programmes.

Our support does not stop at energy and gas supplies alone, but goes beyond that: we offer a comprehensive overview of the state of the art in the energy market and how companies can adapt to new trends and opportunities for savings and sustainability.

Bargain provides bespoke energy consultancy services designed to optimise energy efficiency and reduce costs. With a team of experts and partnerships with leading suppliers, the company guarantees high quality services to meet the highest standards. "One of our challenges for the future is to promote a sustainable development model, focusing on solar energy and other renewable sources, for a greener and more environmentally friendly tomorrow: our ties are increasingly with partners who produce energy from 100% renewable sources. We have also made sustainable choices in the company, starting with the abolition of all plastic". "Among our goals", says the Ceo, "is to bring Smes, public administration and the residential sector closer to the green world".



Gerba nasce dalla volontà di un imprenditore con una lunga carriera alle spalle nel settore abbigliamento Tailor Made Luxury. Da sempre Gerba Jewels è sinonimo di qualità e ricercatezza. Le sue creazioni, 100% MADE IN ITALY, sono realizzate a mano presso l'atelier di famiglia vicino a Salerno a pochi passi dalla famosa Costiera Amalfitana.



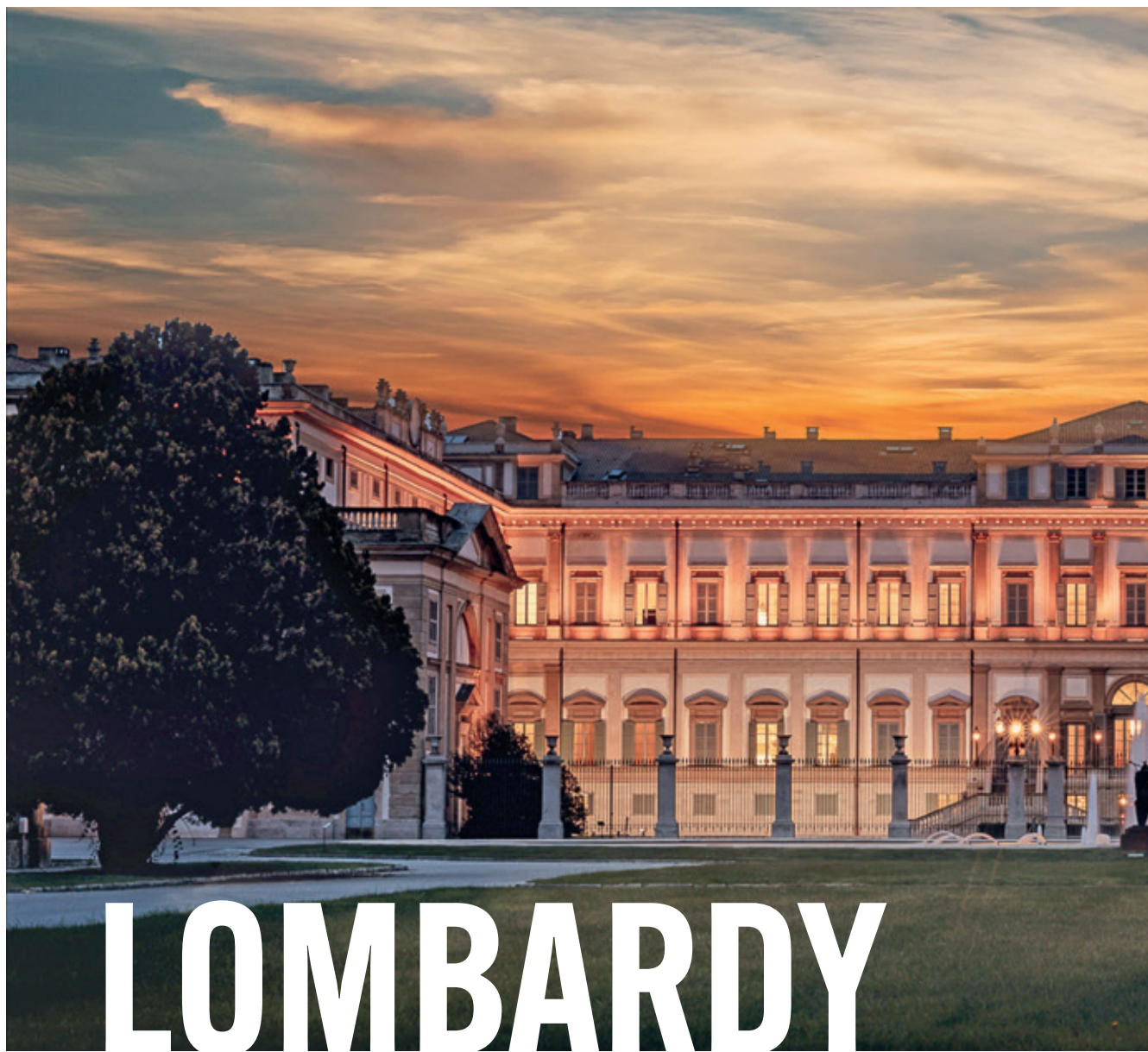


GERBA

JEWELS

ORIGINALI DA SEMPRE

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LOMBARDY

Communication project created by Carlo Pavese

Brianza and its capital, Monza, surprise with beauty, history, great traditions and strong projection towards the future

Brianza is much more than just a province, it is one of the most dynamic and richest areas in Italy, with its own identity and culture and, at the same time, a sublimation of its own excellence. Created in 2004, it comprises 55 municipalities, with Monza as its capital. In one direction, it is the historic gateway to Milan, the economic and financial capital of Italy; in the other, a green expanse leading from the big city to the lakes and the majestic Alps, which benignly observe it from their

peaks, contemplating the richness of the countryside and towns.

Since the dawn of time, Brianza and Monza at its heart - have always represented the 'Garden of Eden' for the Milan that counts. Generations of aristocrats and wealthy Milanese have spent their holiday periods in the marvellous villas, architectural jewels with which the entire province is studded. Beginning at the Villa Reale in Monza, the summer residence first of Habsburg archdukes and then of Savoy kings, nobles and sovereigns attended religious services in the numerous ancient churches, which tower over the main squares as symbols of an even more ancient power.

It is no coincidence that the Duomo of Monza still houses the Iron Crown, with which for centuries first the kings of the Lombards and the Franks, and later the kings of Italy and Napoleon were consecrated. One of

A NEW ANCIENT PROVINCE WITH AN UNMISTAKABLE IDENTITY



the first productive fabrics of national economic history began to develop in this rural area, made up of small artisan companies, family workshops, and workshops 'in the home': all realities that became, over time, the great enterprises of working and producing Italy.

This is because Brianza works and produces: it produces durable goods - the quality furniture industry is one of the cornerstones of the area - it produces work, it produces wealth, and along with all this (and precisely because of all this) it also produces quality of life. A quality of life that one encounters and touches in every aspect and corner: strolling through the streets and squares of its towns, one can still breathe that very civilised air of peaceful coexistence that elsewhere seems to have been forgotten and submerged by the hectic pace of everyday life.

The aromas and flavours of the local cuisine are those

of our grandmothers, those of yesteryear that are now in danger of giving way to fashions, globalisation and exasperated healthiness; the infrastructure and services function smoothly, from the road system to the detail-oriented yet shrewd public administration. A land of history, of great workers, but also of authentic Italian myths, whose fame transcends not only provincial borders but also national ones, such as the Monza Autodrome, where the Italian Grand Prix is run every year, attracting crowds of fans, who have often seen the red colours of Ferrari on the winner's podium, a triumphant sign of Italian excellence that borders on pure legend.

This is what Monza and Brianza are: a province that is new but centuries old, as if it had always existed, because what they offer is an extraordinary example of a winning Lombardy reality.



Palazzo di Regione Lombardia, interior

START-UPS, SELF-ENTREPRENEURSHIP AND INVESTMENT NETWORKS

Guido Guidesi, councillor for economic Development of the Lombardy Region



This is the recipe for continuing to be the engine of Europe. Lombardy Region increasingly at the forefront of proposals to support the young people who will form the entrepreneurial class of the future

Lombardy has become the leading manufacturing region in Europe, with data confirming that last year it was the area with the highest Gdp growth at the European level, while in some provincial areas unemployment rates remained below the physiological threshold of 3%. "This is thanks to an ecosystem that moves together by making available the ingenuity of our entrepreneurs and the skills of their workers," explains Guido Guidesi, councillor for Economic Development. "Our challenge, in Lombardy's continuous attempt to improve itself on a daily basis, is to maintain an environment congenial to

doing business, strengthening the culture of self-entrepreneurship".

In this scenario, a best practice comes from the heart of Brianza, which has always been a wood-furniture district par excellence, where the Fondazione Its Rosario Messina, with its Art Wood Academy, prepares young people who will become the new entrepreneurs in wood and design carpentry.

The future of entrepreneurship will depend on the outcome of the ongoing 'devolution' process, energy autonomy and primary costs, but it is clear that one of the main conditions for Lombardy to continue to be

MONZA AND BRIANZA, HOTBED OF NEW ENTERPRISES

Over the past three years, 163 new businesses, including companies and self-employed workers, have been set up thanks to the support of 'Nuova Impresa', the special tool promoted by the Economic Development Department to support start-up costs for new businesses. From 2021 to 2023, 15.4 million euro have been earmarked, while for 2024, the Lombardy Region has put another 3.7 million euro into the pot to support the start-up of new businesses and self-entrepreneurship, with non-repayable contributions of up to a maximum of 10,000 euro for projects involving a minimum investment of 3,000 euro.

the 'Home of Ideas' and to be ahead of the times is to have a new generation of entrepreneurs.

Three years ago a new tool, 'New Enterprise', was introduced and the figures confirm its effectiveness: thanks to a regional investment of more than 15 million euro (which generated private investment of around 36 million euro), 2,180 new businesses were set up, including enterprises and the self-employed, of which 36% of the total are women's businesses, 30% are businesses started by young people under 35 and 23% by people over 50, representing, for the latter, a new opportunity for self-employment.

In addition to this initiative, the Lombardy Region has launched three other particularly successful projects dedicated to start-ups. One of them, in Mind - Milano Innovation District, is the business accelerator 'Berkeley SkyDeck Europe - Milan' to accompany the growth of start-ups and also ensure the connection with qualified financial operators, able to support the development of entrepreneurial initiatives through equity investments. The initiative, promoted with Fondazione

Cariplo, was launched in 2022 by the Uc Berkeley SkyDeck accelerator and the Cariplo Factory innovation hub. In the first two and a half years of operation, 36 start-ups were selected from 3,335 applications received from all over the world; the new companies have already generated 5.2 million euro in direct investments and 4.3 million euro in external investors and grants.

The second project is 'Start Cup Lombardia', a competition for start-ups organised, through Musa, by Lombardy's universities and university incubators, supported by the Lombardy Region, which since 2016 has seen the birth of 41 companies with a total regional investment of around 1 million euro and 17 million in cumulative equity investment by the start-ups, a total turnover of 2.8 million and 6 million in non-repayable funding raised. Linked to this project is a further

One of the main conditions for Lombardy to continue to be the 'Home of Ideas' and to be ahead of the times is to have a new generation of entrepreneurs

opportunity, namely a guarantee granted to start-ups for up to 250,000 euros, to partially cover equity investments made by investors participating in equity crowdfunding campaigns through the Opstart platform. Access is granted to the start-up winners of the Start Cup competition. "We want Lombardy to continue to be a land of opportunity for all those who want to take up their challenge", Guidesi concludes, "and perhaps, with the help of the region, win it by creating induced activities, innovation, progress and employment".



Palace of the Lombardy Region



Villa Reale, Monza



Province of
Monza Brianza

THE BRIANZA YOU DON'T EXPECT

From 14 to 29 September 2024, the autumn edition of Ville Aperte in Brianza, the event promoted by the Province of Monza and Brianza, returns. And the region opens up to the general public

Established in 2004 and operational since 2009, the Province of Monza and Brianza comprises 55 municipalities located in all the historical-geographical areas of the so-called Bassa Brianza: a highly urbanised, densely populated territory, rich in numerous successful manufacturing realities, but also characterised by a large and well-maintained natural environment, campuses and university poles. In the Monza Park, there is the National Autodrome where, since 1950, a round of the prestigious Formula 1 has been held

annually, as well as a growing number of events and attractions. History and art can be found everywhere: in the provincial capital, Monza (just think of the extraordinary Villa Reale), as in all municipalities, even the smallest ones.

The Lombardy province of Monza and Brianza reveal a composite and multifaceted identity. At the forefront of industry and among the ten provinces with the highest quality of life, it also possesses an immense and varied architectural and natural heritage. Rich in art and history, the high naturalistic value is perhaps the most striking feature of the province, with its parks and villas of delight where history and nature create a perfect combination. "In introducing Ville Aperte in Brianza (www.villeaperte.info) I start from a fact that seems to clash with the beauty of the gardens of the delightful villas that this event promotes. In terms of land consumed in relation to surface area, the province has the highest percentage in Italy, over 40%.

"Our commitment is to reverse the trend and further enhance the rich cultural heritage that Ville Aperte in Brianza allows us to discover year after year", commented Luca Santambrogio, the president of the Monza and Brianza provincial administration. "Our province is characterized by three major river routes - the Adda, the Lambro, and the Seveso - along which we can find delightful villas and numerous examples of industrial



Luca Santambrogio, president of the Province of Monza and Brianza

archaeology". The ville di delizia outline one of the most fascinating features of Monza and the whole of Brianza, being a perfect combination of the greenery of immense parks and the architectural beauties where the Milanese once came to holiday".

"Ours is a strongly urbanised area", continues president Santambrogio, "characterised by a density of companies that is greater than even Europe, with industrial districts that make it absolutely a pearl in terms of GDP figures and an export propensity that travels twice as fast as that of the Lombardy region itself (i.e., four times that of Italy). But it is also a very lively area with strong social, cultural and environmental specificities that has found in this event a driving force to make known a truly extraordinary wealth".

The province has two distinct aspects. On one hand, it is a significant production hub with companies primarily in four key sectors: mechanics, chemical-pharmaceutical, electronics, and furniture/design. These sectors are crucial to the Italian economy and exports. On the other hand, there is a significant focus on environmental and cultural aspects, exemplified by the Ville Aperte in Brianza event. 'In September, the 22nd autumn edition will kick off, involving some 90 public and private organisations, with the involvement of five provinces: Monza and Brianza, the Metropolitan City of Milan, Lecco and Como, Varese", Santambrogio explains, "I like to define 'Ville Aperte in Brianza' as the jewel in the crown of our province, an event that started in the Vimercatese area and grew over the years to extend well beyond the provincial borders. We are talking about the millions of inhabitants of Lombardy affected by an event that always throws down new challenges and opens up new venues, with exceptional artists for ad hoc entertainment, including for families, and a particular focus on inclusiveness in its itineraries. The



Villa TITTONI, Desio

tourism potential is enormous thanks to more than 200 open properties, with various possibilities for nature trails linking the villas that can be travelled by bike or on foot. It's a Brianza that surprises not only for its villas, but also for its cloisters, convents, and Renaissance churches, which often become sets for movies and TV series due to their versatility and beauty.

"From year to year, the number of visitors and registrations increases, a fact that underlines the interest aroused and the goodness of the choices made", explains director Erminia Vittoria Zoppè. "In the two editions of 2023, we had about 72,000 visitors, which had a positive impact on the entire local economy. The September event falls after the Italian Formula 1 Grand Prix in Monza, and is an opportunity to let the many international tourists discover an unexpected Brianza as well.



Villa BORROMEO D'ADDA, Arcore

THE PROFESSOR OF MUSIC

Roberto Vecchioni was born in Carate Brianza. Between music and poetry, he has been thrilling the world with his songs since the 1970s: literary creations sung by all generations

The innate ability to weave words and music delicately. The poetry of the human, that which, without the pretense of answers, questions the meaning of the event. Roberto Vecchioni's songs are open windows on experience, a truthful and intimate dialogue with life, made up of love, often of nostalgia and at other times of simple enchantment with existence. Born in Carate Brianza in 1943 under the sign of Cancer, he is a singer-songwriter, lyricist, writer and teacher. He is the only artist to have won the Premio Tenco (1983), Festivalbar (1992), the Sanremo Festival and the Mia Martini Critics' Prize (2011).

Luci a San Siro

In his long career, he has released 59 albums with which he has been consecrated as a narrator of universal emotions: his extraordinary sensitivity, combined with his aptitude for writing, have allowed him to give his audience pieces such as 'Luci a San Siro' (1971), in which he recalls the Milan of his youth and for which he received the admiration of Francesco Guccini; with 'Samarconda' (1977), the artist saw the love of the general public confirmed, which two years later welcomed with ovation 'Mi manchi', one of the most famous songs in Vecchioni's discography. His ability to create the perfect crossover between literature and music is masterfully interpreted in 'Le lettere d'amore', a 1995 piece inspired by the poetry of Fernando Pessoa. He won the Sanremo Festival with 'Chiamami ancora amore', a song with which he performed together with the group Pfm; at the same kermesse, in 2024, he also confirmed his closeness to

the world of young people with his collaboration with the young rapper Alfa, with whom he duetted on the notes of 'Sogna, ragazzo, sogna', obtaining the Golden Disc together.

Music and education

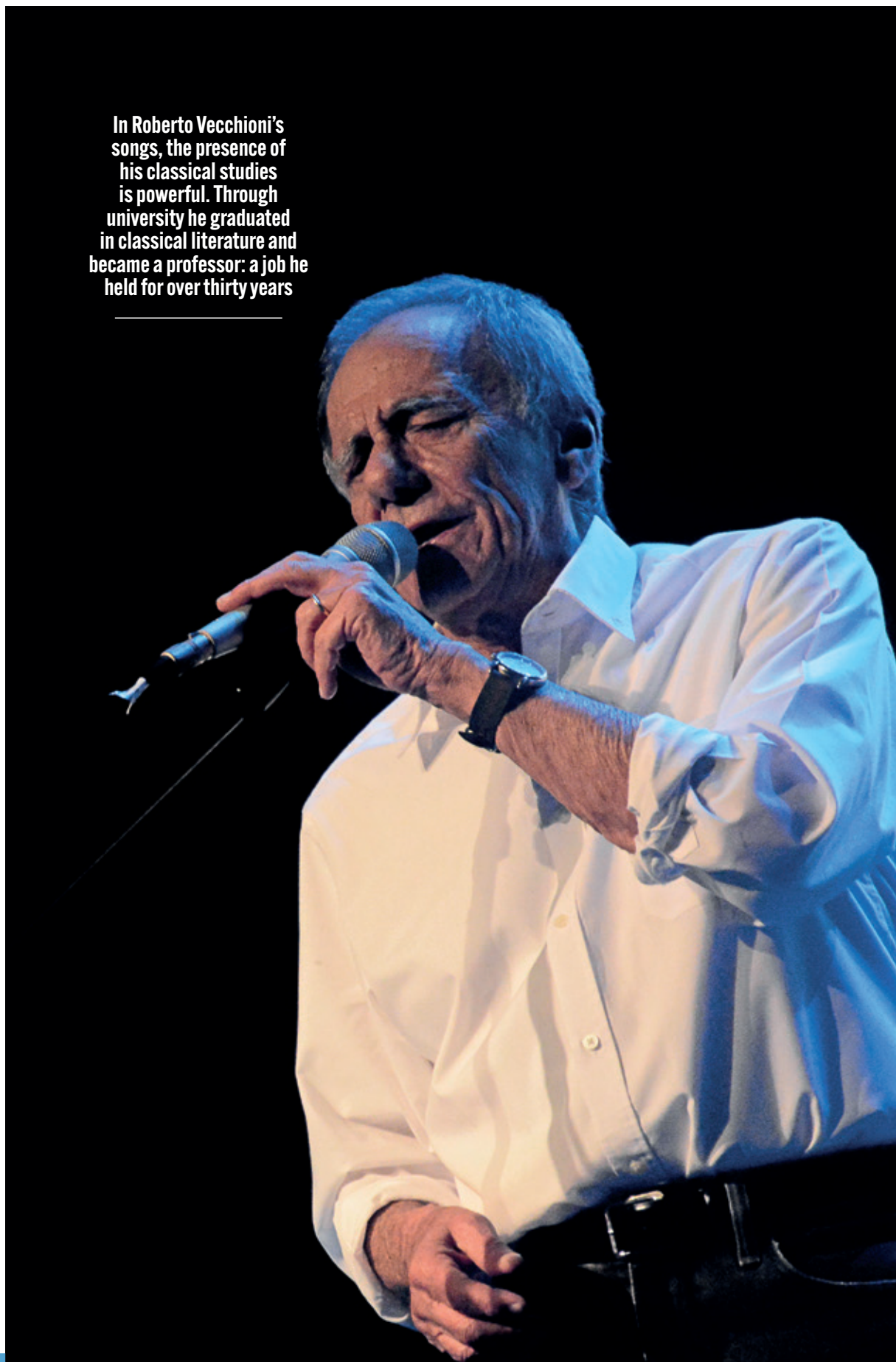
In his songs, the presence of classical studies is powerful: growing up in a modest family, he soon found refuge in books and music. Through university, he graduated in classical literature and became a professor, a job he held for over thirty years and which profoundly influenced his artistic production.

In the 1970s Vecchioni began to emerge as a singer-songwriter but, despite his success, he did not give up teaching: a balance that reveals the depth of his personality, divided between his passion for music and his love for education.

Even his personal vicissitudes, complex and painful, have made his music become a poetic interpretation of the human soul and emotions: his love for his wife Daria Colombo and the struggle against the illness of his son (suffering from multiple sclerosis) have strengthened his ability to feel life with depth and this has made his music an offering to authenticity. Each word thus becomes a gentle truth capable of telling the core of love, of pain, of hope: Over the years, Vecchioni, like a wandering poet, has been able to settle on emotions with a disarming delicacy, but with the emotional power of the axiom, also capable of interpreting wounds of the soul that would otherwise have no verb with which to express themselves.

- Sabrina Falanga -

In Roberto Vecchioni's songs, the presence of his classical studies is powerful. Through university he graduated in classical literature and became a professor: a job he held for over thirty years





Arengario



Municipality of
Monza

PEOPLE AND EDUCATION ARE AT THE CENTRE OF THE COMMON GOOD

‘The core of everything is the individual immersed in society’:
interview with the mayor of Monza, Paolo Pilotto



Paolo Pilotto, mayor of Monza

With its 123,000 inhabitants, Monza is the third largest municipality in the Lombardy region in terms of population; the capital of the province of Monza and Brianza is the heart of one of the most productive areas in Europe. Famous for its Villa Reale and Monza Park and best known for the Autodromo Nazionale, home of the Formula 1 Italian Grand Prix, Monza also offers a vibrant cultural life and fascinating historical architecture.

It starts with the concept of the common good. A value that, as the mayor of Monza argues, has an importance that encompasses that of the subjective good and exceeds it, because it involves the goal of collective growth and progress.

We are talking about Monza: 123,000 inhabitants, capital of the province of Monza and Brianza in Lombardy and centre of one of the most productive areas in Europe. Its strengths? “Enterprise and training”, says mayor Paolo Pilotto.

In classical philosophy, the common good is the



The Cathedral

Its proximity to Milan makes Monza an attractive choice for those who work in the metropolitan city but prefer to live in a less congested environment: “We have more green spaces and a different lifestyle”

Monza an attractive choice for those who work in the metropolitan city but prefer to live in a less congested environment. We have more green spaces and a different lifestyle, not better or worse. What is remarkable is that the population changes little, so we notice a constant generational and social turnover: this can be a limitation in terms of awareness of what Monza is in terms of history and traditions, the fear is that certain aspects may be lost, but as an institution we always try to protect them. Therefore, it is important to ensure that new residents have access to information and services that facilitate their settlement and active participation in city life. It may be interesting to know that Monza, whose inhabitants have been around 123,000 for years, has had a turnover of 30,000 inhabitants in the last ten years alone”. One of Monza’s strengths, finally, is tourism: 2023 was the year in which Monza’s tourist arrivals recorded the highest figure over the last ten years; there is a record number of overnight stays and an increase of 14% compared to 2019 and more than 15% compared to 2022.

fundamental goal for a city and politics should aim at the collective welfare rather than individual interests: “In diverse and pluralistic societies, finding a consensus on what the common good is can be difficult. One of the main challenges a mayor faces is precisely this: trying to balance individual and collective interests”. Realising potential, growth, progress: that of the mayor is a dialogue that aims at the future, embodying the visionary potential of a city like Monza. “By progress I mean a multi-dimensional concept that refers to the improvement of living conditions, knowledge, skills and human institutions over time. This concept can be interpreted through different perspectives and Monza interprets progress through two main aspects: enterprise and education. Central to this combination is the individual. When I speak of progress, I don’t just mean technological or financial progress, but more social progress, related to collective education, values, expression, the ‘rule of law’. It is precisely for this reason that I always mention education as a founding value of the society of Monza and Brianza, because through it there can be that human progress we are talking about, which, as a consequence, also has an improvement in living conditions and social institutions: in fact, the capital of Monza alone has more than 90 schools”. Mayor Paolo Pilotto focuses his political philosophy on the people: “The movement within the city should be analysed, especially in terms of internal migration: first of all, Monza, being on the outskirts of the Milanese metropolis, offers numerous job opportunities. Many people move to Monza to work in local industries, services, trade and technology. Its proximity to Milan makes



PH. GIUSEPPE ZACCARO

Foliage in the park

Immergiti nel mondo di

Ville Aperte

IN BRIANZA



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Ville Aperte in Brianza è la
manifestazione che fa scoprire i
tesori architettonici e artistici
della Brianza e non solo
a migliaia di visitatori!



Scopri la bellezza nascosta delle
ville di delizia e la vibrante
energia dei loro giardini storici,
passaggi nascosti, sale affrescate,
vialetti, cappelle e serre



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CONTINUOUS PLANNING IN THE HEART OF BRIANZA

Lissone is a rapidly expanding city, where craftsmanship and industry - but not only - look to the future



Bell Tower of the Prepositurale Church

With almost 4,200 inhabitants, Lissone is the second largest municipality in the province of Monza and Brianza. Renowned for its long tradition in the wood and furniture industry, Lissone is also known for the 17th-century 'villa di Delizia', Villa Candiani-Battaglia-Magatti, Palazzo Terragni, and Mac, the Museo di Arte Contemporanea.

The city of Lissone, typically known for its handcraft industry and leadership in the wood and furniture industry, now also plays an important role in commerce and large-scale distribution. But that's not all: the 'city of furniture and design' par excellence is also known by all thanks to the now historic Coppa Agostoni, an international bicycle race with start and finish in Lissone that is part of the Trittico di Regione Lombardia.

In recent years, Lissone has inevitably undergone a sharp increase in population, becoming the second largest city

in the province of Monza by number of inhabitants. "In order to cope with this expansion, the will is to maintain and increase services for our citizens", says mayor Laura Borella. "We started with the reorganisation and completion of the plan to strengthen the local police force by increasing the total number of officers to 38 for the city's safety and traffic needs".



Municipality of
Lissone

Special attention was also paid to the Personal Services sector: "Work is starting on a new youth centre, while work is nearing completion on the disabled day centre, which has been completely redeveloped with a new roof, photovoltaic system and cooling system. In addition, we are bringing the psychiatric outpatient clinic back to Lissone for its 200 patients, who are currently forced to travel to non-neighbouring municipalities with the resulting inconveniences. Major redevelopment work is also underway: the 17th-century Villa Magatti will be restored and transformed into a new cultural centre for the community, while Palazzo Terragni will undergo work to restore it to full capacity. Again, an extraordinary allocation of two million euro is being made for the upgrading of roads and pavements: maintenance work is also planned for schools and gyms'. So much is also being invested in terms of digitisation, as demonstrated by the fact that the first entirely digital wedding in Italy was celebrated in Lissone last December.



The Mac - Museo di Arte Contemporanea

PH: PAOLO ARALDI

FIFTY YEARS OF CUSTOMISED COMFORT

An innovator in the upholstery sector, Elcam invests in research and development, service and logistics



Ernesto Cazzaniga with his wife Ornella and children Daniela and Vittorio

Elcam, an innovator in the upholstery industry, has conquered the market over time by investing in research and development, service and logistics. Established in the 1970s in the Brianza textile sector by the three Cazzaniga brothers, the company now collaborates with national and international brands. "My father", explains owner Ernesto Cazzaniga, "started the business even earlier as a door-to-door mattress maker after the war. Hence my foresight in

realising that the market could also expand in to cushions and upholstery. In 1975 the move to Macherio where Elcam was founded as a production of semi-finished products for upholstered furniture".

Over the years, the Cazzaniga brothers took different paths. The new Elcam was born in 2007, when Ernesto Cazzaniga took over the shares from his brother and was joined by his daughter Daniela in administration, his son-in-law Roberto

SUSTAINABILITY AT THE HEART

Elcam is the exclusive supplier of certain materials with important characteristics. PrimaLoft (registered trademark) BioTM for the furniture industry is a revolutionary, 100% recycled biodegradable material. Its fibres have been programmed to be more appetising for the microbes that will decompose them in its end-of-life. Thus they will transform them faster into water, CO₂, methane, biomass and humus.

Thanks to its innovative PrimaLoft BioTM composition, it guarantees excellent performance. Lightweight, soft, comfortable and durable, with excellent thermal insulation and it is water-resistant. Waterproof fabric (also a registered trademark) is used for outdoor production and the marine sector. Products made from this fabric are water- and weather-resistant, long-lasting and stain-resistant. The water repellency of Waterproof passed all spray tests with the highest Iso5 index and was certified.





Elcam searches for the most innovative materials to shape cushions in countless different ways for indoor, outdoor and nautical

in sales and his son Vittorio, already working in the company, in production. 2014 saw the construction of the current headquarters in Lissone, some 10,000 square metres; 2018 saw the acquisition of a further 12,000 square metres in Sovico. By 2021, the company was in full growth mode.

“Our Premium products”, continues Cazzaniga, “are high-quality products that have the main feature of having all technical aspects and a focus on comfort and sustainability. Technological innovations are one of the notes that differentiate us. We have allocated a significant budget to equipment, because what sets us apart is a high level of innovation and industrialisation. The filling department is one of our flagships, we are able to process and mix any type of material.

Elcam has introduced vertical warehouses (structured in height) for storing the semi-finished product, allowing digital retrieval of the semi-finished product. These aspects ensure an extremely efficient and scalable production capacity. “We collaborate with companies, architects and design studios to make ideas tangible, giving shape to

infinite desires. We are attentive to market demands for sustainability, recycled and recyclable. We seek out the most innovative materials to create a variety of cushions for both indoor and outdoor furniture”. Elcam has been an innovator in the

upholstery industry and a creator of comfort for many decades. “Last but not least, Elcam values the end result in terms of performance and environmental friendliness. That’s why our product is certified for quality and sustainability”.





Lissone Megastore

ALL ABOUT SPORT, FASHION AND LEISURE

Passion, friendliness, qualified advice, competitive prices: these are the strengths of the Df Sport Specialist shops



Sergio Longoni with daughters Daniela and Francesca

An authentic “house of sport”, capable of adapting to the changes of the market and the needs of its customers, without ever losing the family connotation and the atmosphere of trust that, according to its charismatic founder, Sergio Longoni, are unique and indispensable characteristics. This is the business card of Df Sport Specialist, a reference brand for sport in Lombardy, Emilia-Romagna and Switzerland.

Founded in 2002, a few years after the sale of the historic Longoni Sport, the brand is identified firstly with Sergio Longoni’s entrepreneurial journey, which began in Barzanò in the 1970s, based on his great passion for sport and the mountains, and then with his two daughters, Daniela and Francesca, whose initials are now present in the company’s name. Df Sport Specialist currently has 14 shops, plus e-commerce with a wide range of products and four Bicimania outlets. All the stores have a surface area of between 1,200 and 3,500 square metres, enough to display the wide range

of products dedicated to the various sports and leisure disciplines, including the best national and international brands as well as the company’s own products - including the Df Mountain line, which combines high technical quality with an affordable price - developed in-house thanks to the contribution of qualified staff, athletes, mountaineers, mountain guides and Longoni himself.

The flagship of Df Sport Specialist is the team of competent and sporty salesmen, some of whom are former professionals. “From the very beginning

The latest bold and visionary venture led by the Longoni family and its patron, took place on 18 April 2024 with the inauguration of the Palazzo dello Sport in Lissone, a major renovation of the iconic Palazzo del Mobile

THE NEW STORE IN LISSONE

The numbers in the renovated Palazzo dello Sport in Lissone are unique for a sports store: 3.500 square metres of total sales area, three floors, three panoramic lifts, 250 parking spaces and 50 employee parking spaces, 54 employees, around 100,000 sports articles on display and for sale. A new landmark for the area.



of my entrepreneurial adventure, I have wanted our company to be conceived as a hotbed of ideas, events and initiatives that arise from the desire to create moments of sharing emotions and experiences with customers”, says Sergio Longoni. The founder and his staff created the ‘Face to

Face with the Greats of Sport’ evenings in 2005. These events provide an opportunity for all friends of Df Sport Specialist to meet the greatest sports figures, with a special emphasis on the captivating world of mountains.

The latest courageous and visionary venture led by the Longoni family and its patron, took place on 18 April 2024 with the inauguration of the Palazzo dello Sport in Lissone, a major renovation of the iconic Palazzo del Mobile, an architectural symbol of Lombardy that has been transformed into a sports shop of unprecedented size and visibility. “In 2019 we started to consider buying this property, which had been put up for sale”, says Longoni. “My daughter Daniela pointed out to me that Lissone deserved a good store, given the potential already demonstrated by the commercial results of the existing store. We therefore decided to go ahead with the purchase, also motivated by the desire to have a larger sales area, 3,500 square metres, which none of our shops had ever had before”. A renovation that signifies significant architectural value and contributes to the revitalization of the area, representing the revival of a landmark for the city of Lissone.



The company based in Barzanò, which achieved a turnover of 100 million euros in 2023, plans to renovate the Bevera di Sirtori shop by adding a new 1,200 square metre area. Additionally, they aim to reopen the Desenzano shop, which was severely damaged by a fire, and inaugurate a new shop in Cesano Boscone with a surface area of 2,500 square metres.



Park and Villa Tittoni

ONE HUNDRED YEARS OF THE CITY, BETWEEN VILLA TITTONI AND THE BIRTHPLACE OF PIUS XI



Municipality of
Desio

The municipality of Desio offers numerous opportunities for a family day out among the stately villas, sacred monuments and cultural and entertainment events



Simone Gargiulo, mayor of Desio

Desio is 35 kilometres from the centre of Milan. The municipality, of pre-Roman origin, probably Celto-Ligurian, developed around the 7th-century Basilica of Saints Syrus and Maternus. In 1277, the battle between the Visconti and the Torriani took place here, celebrated by the Palio degli Zoccoli. The current population is over 41,600 on a territory of 14.76 kilometres. The patron saint is Our Lady of the Rosary.

Desio is among the most interesting destinations in the province of Monza and Brianza, just a few kilometres from Milan: Desio impresses with its variety of offerings and dynamism.

Desio has held the status of a city for 100 years, following the Royal Decree of 1924. This title was granted due to the city's historical and economic significance, which includes important industrial settlements such as Autobianchi, Tilane, Gavazzi, Villa Cusani Tittoni Traversi, as well as the



PH: GIORGIO COTTINI



Park and Villa Tittoni

Desio's evolution is linked to the new Pgt, being written in these days, in which the metrotranvia, the pedemontana, and the systemisation of alternative mobility are included

Basilica and Sanctuary of the Crucifix. "Thinking of the 2025 Jubilee, Desio is also the birthplace of Pope Pius XI", recalls the mayor. "His house-museum contains numerous relics, including a radio made by Guglielmo Marconi and given to the pope when Vatican Radio was founded in 1931. We are working to highlight and enhance the area by organising cultural and entertainment events that are of broad interest, for young people as well as adults". Villa Longoni and Villa Tittoni are part of the Ville Aperte circuit in the Province, and the latter is also part of the Fai events. Exhibitions and concerts, mostly free, are held here and are highly appreciated. In June, the annual Palio degli Zoccoli takes place, a re-enactment of the Battle of Desio in 1277 with the 11 city districts. A city that is welcoming to tourists and evolving according to the new canons of urban regeneration.

"Over the next two or three years Desio will see many changes and at the end of its term of office we will have a city quite different from the one we have today", explains mayor Simone Gargiulo proudly. The development is linked to the new Pgt, which is being written in these very days, in which the metrotranvia, the pedemontana, and the systemisation of alternative mobility without penalising traditional mobility are included.

The municipality has also taken advantage of the PNRR resources by initiating the complete renovation of public lighting, video surveillance, and the refurbishment of children's playgrounds, incorporating the colors and symbols of Desio. Not forgetting the green areas, a million square metres to which the administration devotes many resources.

PH: GIORGIO COTTINI



Pius XI Birthplace



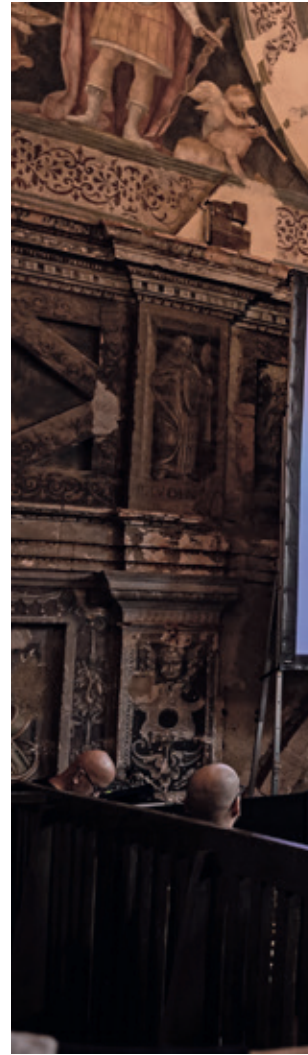
CLINICAL RESEARCH AND INNOVATION

Solid partnerships and innovative vision: Opis confirms itself as an industry leader in providing services for the pharmaceutical and biotechnology industry

Opis is a Contract Research Organisation (Cro), a company offering services for the pharmaceutical and biotechnology industry. Founded in 1998, Opis specialises in the management and conduct of clinical trials to support the development of drugs and medical devices and "until 2012 operated in the national territory, later also in the European market. From 2021 onwards", explains Laura Ambrosoli, Ceo of Opis, "the company took on the characteristics of a worldwide organisation. What distinguishes us in the industry is the fact that we have experienced remarkable growth without the help of acquisitions, confirming our strong identity as a leading global player". The company aims to assist pharmaceutical



Nadia Ambrosoli, Giovanni Trolese and Laura Ambrosoli, respectively Coo, Vp and Ceo of Opis



All services are an expression of integrity and quality, to achieve which advanced and validated software is used and international guidelines and industry best practices are strictly followed

and biotechnology firms in developing new drugs and medical devices, while ensuring high standards of quality, efficiency, and regulatory compliance. In particular, Opis' goal is to provide comprehensive and integrated clinical research services, from the initial development phase through to commercialisation. The company is particularly committed to promoting innovation and maintaining high quality standards in its services, guaranteeing reliable and reproducible results. "More consideration is given to customer orientation, to whom customised and flexible solutions are offered, resulting in strong and lasting partnerships.

Furthermore, we are aware of the enormous value of people, of those who believe in the company, of those who offer their commitment and dedication to its growth: the company pays great attention to the continuous training of resources and to the creation of a proactive, efficient and flexible working model, capable of satisfying customer needs. Another differentiating element of Opis is the decision to invest in technology: we have an Information Technology department, run by competent and experienced resources who develop systems to facilitate clinical research activities. We are thus able to offer our customers innovative and technological





A COMPANY WHOSE VALUE IS EXCELLENCE

Opis deals with services for the pharmaceutical and biotechnology industry: since 2021 it has taken on the characteristics of a worldwide organisation. The company supports pharmaceutical and biotechnology companies in the development of drugs and medical devices and provides clinical research services from early stage through to commercialisation. Added value is the Information Technology department, to develop systems to facilitate research activities. In 2021, Opis was awarded the 100 Excellence Award.

solutions, reducing the impact that research activities have on the routine daily activities of everyone involved (patients, doctors, company resources)". Opis offers complete clinical study management, including study design, preparation of all study documents, selection of trial centres, clinical monitoring, clinical data collection, statistical analysis and final report writing. All services are an expression of integrity and quality, achieved through the use of advanced and validated software and strict adherence to international guidelines and industry best practice. Opis also offers consulting services, sharing with the customer strategy, business plan and timelines for the clinical development of drugs and medical devices. "Our aspiration is a set of goals, values and ideals that reflect what our society considers important for its own development, well-being and progress. Our goal is to exceed clients' expectations by distinguishing ourselves through the quality of our services, to constantly innovate to meet

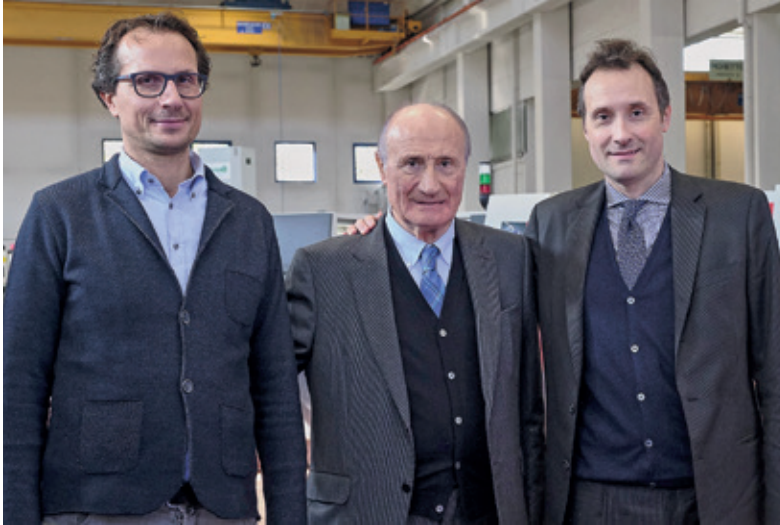
the needs of an ever-changing market, to build and maintain a loyal and satisfied client base, to grow both in terms of clients and geographic presence or service diversification, to enhance human capital by attracting, training and retaining talent, and to be a leader in clinical research,

recognised for excellence, innovation and integrity. Our company aims to be the partner of choice for pharmaceutical and biotechnology companies, contributing significantly to the advancement of medicine and the improvement of global health".



SUCCESSFUL KNOW-HOW AND ONGOING LOYALTY

Since 1967, Fratelli Gaiani Srl has been selling chip removal and sheet metal working machines, also providing technical assistance



Amedeo Gaiani with sons Andrea and Emanuele

Fratelli Gaiani's story is a family story that began in a garage in the backyard, during an economic boom. It was in 1967 when Pietro and Amedeo started their company, initially conceived to resell the first electric motors and later extended its sales to machine tools for metal and sheet metal working.

The early days of the business were marked by heroism and sacrifices made by the founders. Their efforts gradually paid off as the business expanded. This growth provided them with the opportunity to purchase their first building near the city of Seregno. The business underwent two subsequent expansions in 1982 and 2001,

With a head office in Desio and a warehouse in the former Autobianchi area of the Brianza town of an additional 3,500 square metres, the company specialises in the sale of 'machines to produce machines'

and now operates at its current capacity of 3,500 square meters.

Today, Fratelli Gaiani Srl - with an office in Desio and a warehouse in the former Autobianchi area of the Brianza town of an additional 3,500 square metres - specialises

in the sale of 'machines for producing machines'.

"We sell machinery", explains Emanuele Gaiani, "which is present in almost every production sector of the economy, from automotive to medical, from iron and steel to contracting. These are machines for chip removal (such as lathes, drills, milling machines, machining centres, band saws, grinding machines) and sheet metal processing.

This range of services is complemented by a punctual and qualified technical support, which is now the company's flagship.

"Having now boasted decades-long collaborations with the many manufacturers we work with", Gaiani continues, "we can say that we have direct and in-depth knowledge of the machinery. We have built up a decent stock of spare parts and accessories over the years. The technicians who have been working with us for many years demonstrate ongoing loyalty to our products. We have the ability to leave our premises fully equipped and to intervene in troubleshooting quickly and accurately.



PHOTOVOLTAICS: TECHNOLOGY AND CULTURE FOR BEST USE

Elfor has been supplying products to installers for fifteen years and has developed special technical expertise

“Change is indeed brought about by technology, but to be effective it must be accompanied by culture, the one that makes behaviour change as well. This is how you get the most benefit, for example, from the use of photovoltaic systems”.

Paolo Panighi founded Elfor in the mid-2000s when few people had a long-term perspective on photovoltaics. These not-so-obvious remarks serve as a preamble to his discussion on the real advantages of having a photovoltaic system. Observations that come from extensive experience and thorough knowledge of the systems.

“Today, it is possible to cover two-thirds of one’s consumption in the household with a photovoltaic system”, he explains, “but certain habits have to change: if we used to use household appliances in the evening or at night when energy was cheaper, if we have the system we have to use them

during the day, so that we can directly benefit from the energy that is produced”. It is true that technology has also made great strides in the area of storage but the simultaneous use of the energy produced ensures the immediate benefit.

Fresh from the industry’s most important international trade fair in Germany, Panighi is looking positively to the company’s future, despite a market downturn in 2024 after two years of triple-digit growth. Among other things, Elfor supplies electrical/hydraulic installers and distributors and has developed a distinctive trait with them in its operations: “We have provided our employees with the opportunity to receive thorough technical training, enabling them to effectively support installers with any requirements”, explains Panighi. “This strategic investment is proving to be beneficial for us in terms of strengthening our position in the market”.

Elfor, until last year, limited its action to the Italian market, but since this year it has also started supplying the Netherlands, Poland, the Czech Republic, Albania, Germany and the rest of the European market, “in order to expand our commercial boundaries,” the entrepreneur concludes.

Today, it is now possible to cover two-thirds of household consumption with a photovoltaic system. However, certain habits must change



Paolo Panighi,
Ceo & founder

A CITY LOOKING TOWARDS THE FUTURE

The courage to realise a dream. This is the starting point for a new vision of Limbate with major urban regeneration and redevelopment projects



Antonio Romeo, mayor of Limbate

Giving the Limbate area a new look. A municipality bordering large cities such as Milan, Monza, Como and Varese could now become the hub of a series of interconnected infrastructures to enhance people and neighbourhoods. “The Limbate-Milan LRT is the first step towards getting our municipality off the ground and putting it at the centre of inter-provincial territorial mobility”, says mayor Antonio Romeo. “After many years, funding has arrived for the upgrading of this line, which will allow Limbate to have a fast tramway running through the town. It is an attractive value point because in fact citizens will have bus stops on their doorstep, as is the case in Milan”. The mayor is already considering a more important road system that would give Limbate a renewed centrality through a connection with the Bergamo-Seregno-Saronno-Milano Malpensa railway. “The last stop is only 500 metres away, creating the infrastructure and networking all the transport in the area means on the one hand reducing the traffic in Milan, and on the other hand enhancing a town that goes from peripheral to competitive”. Not only the construction of roads is an objective to be achieved, but also the improvement of quality of life and social interaction, with a special focus on vulnerable citizens: “Although the average per capita income indicator shows Limbate as the tail end of the Province of Monza and Brianza, we have two inestimable riches: the first is solidarity, with the many cultural and social promotion associations; the second concerns the green areas and the many disused

Limbiate is a municipality of 34,718 inhabitants in the province of Monza and Brianza. It is located in a strategic position with respect to some of the main cities in Lombardy, in an area located on the border between the plains of the Seveso valley and the high plateau of the Groane belt. Approximately one third of the municipal area is part of the Parco delle Groane e della Brughiera Briantea. Its origins date back to pre-Roman times and places of interest include Villa Pusterla Crivelli Arconati, Villa Medolago-Attanasio and Villa Mella.



Municipality of
Limbiate



Villa Pusterla Crivelli Arconati



Limbiate Municipality Headquarters

Not only the construction of roads is an objective to be achieved, but also the improvement of quality of life and social interaction, with a special focus on vulnerable citizens

historical areas to which the right value must be restored with new projects, laboratories of social and urban experimentation”, explains the mayor. “Huge areas such as the 800,000 square metres of the former psychiatric hospital at the foot of the Mombello hill, a city within the city that from a place of pain can become a citadel of health. How? Stimulating the recovery of the old disused wings: work has begun on the new Rems, the second in Lombardy and the only one in the province of Monza and Brianza, to accommodate people who have committed psychiatric criminal offences. Mental health is one of the tragedies in the area. As mayor, I dream of a world that helps people restart and integrate into the world of today”. This area encompasses a little-known cultural heritage, such as the 18th-century Villa Pusterla-Crivelli (now home to the renowned Castiglioni agricultural school) that hosted Napoleon Bonaparte and in whose Oratory of San Francesco the marriages of his sisters Paolina and Elisa Bonaparte were celebrated; a sports area that is being redeveloped with sports fields, a bowling alley and gyms available to the school. “A set of values that seen in perspective can enable this municipality to take flight”. “Whatever dream you can dream, begin. Daring carries within it genius, magic and strength”, said Goethe. This is perhaps the message that transpires from a project that has the courage to dare. Because ideas have no limits. “Limbiate has enormous potential. It can become a leader in social, cultural, sports, environmental,

residential, and mobility terms. There is Greenland, the satellite town inside the Parco delle Groane, which once represented the only amusement park north of Milan. It could be at the center of a relaunch and development project. There are plans to redevelop two historic villas set in a 70,000 square meter green area. There is also the rebirth of the two quarries in the Limbiate area. Additionally, there is a project to build houses for students and the elderly by redeveloping disused pavilions of the former psychiatric hospital. Furthermore, we have the large area of the former furnace that is awaiting a recovery project, totaling 60 thousand cubic meters of occupation for three hundred thousand square meters of woodland. I am confident that the path taken is the right one. We must return to self-reliance and imagine a beautiful country for everyone. The dream comes true because of how much passion and love you put into it”.



Villa Mella

WHEN MADE IN ITALY IS HIGHLY INNOVATIVE AND SUSTAINABLE

The Brianza-based Sacma Group is a world leader in the production of multi-station stamping presses for fasteners. A cutting-edge reality, offering stimulating paths for professional growth



of the 2000s, the product portfolio has been expanded through a series of innovations and strategic acquisitions. The result? An industrial ecosystem that provides solutions with cutting-edge technology by controlling the entire production process, from design using 3D simulation to the production of the final product. This includes Sacma brand molding presses, Ingramatic thread rolling machines, Hs-Aspe numerical control machines for post-moulding and tapping operations, and Tecno Lift loading and handling systems.

“In total we have a worldwide installed base of around 12,000 machines with a total of more than 80 models: the high, top-of-the-range cost is more than compensated for by the quality and savings in the long run, as they will last for almost half a century”.

Each Sacma machine has up to 5,000 components, 65% of them mechanical, which are produced and assembled in-

Since its establishment in 1939, a small mechanical factory in Limbiate, in the province of Monza and Brianza, has evolved from producing automatic lathes and outboard motors for the military sector to becoming a world-leading manufacturer of multi-station stamping presses. These presses are used for creating high-precision metal components and fasteners that are known worldwide. Sacma Group, an acronym for Società Anonima Costruzione Macchine Automatiche, has made Italianism one of its main strengths, thanks in part to its family-run business, with the third generation of the Rampezzotti family at the helm. President Valeriano has taken up the legacy of his grandfather Valerio and father Giancarlo, further developing what is “rightly considered the most modern and advanced factory in the world”.

to ensuring quality and innovation by consistently strengthening our production within our own country. We invest more than 10% of our turnover each year in machinery and buildings to enhance our productivity and efficiency”, explains Valeriano Rampezzotti. Since the beginning

The beating heart of the group is still the historical headquarters, which has an area of 60,000 square metres: “Despite many competitors transferring production to low-cost countries, we are committed



Valeriano Rampezzotti,
president of Sacma



The Sacma Group headquarters

Overall, Sacma has a worldwide installed base of around 12,000 machines with a total of over 80 models



house, thanks to an internalised, modular and fully vertically integrated system with raw material supply in Italy.

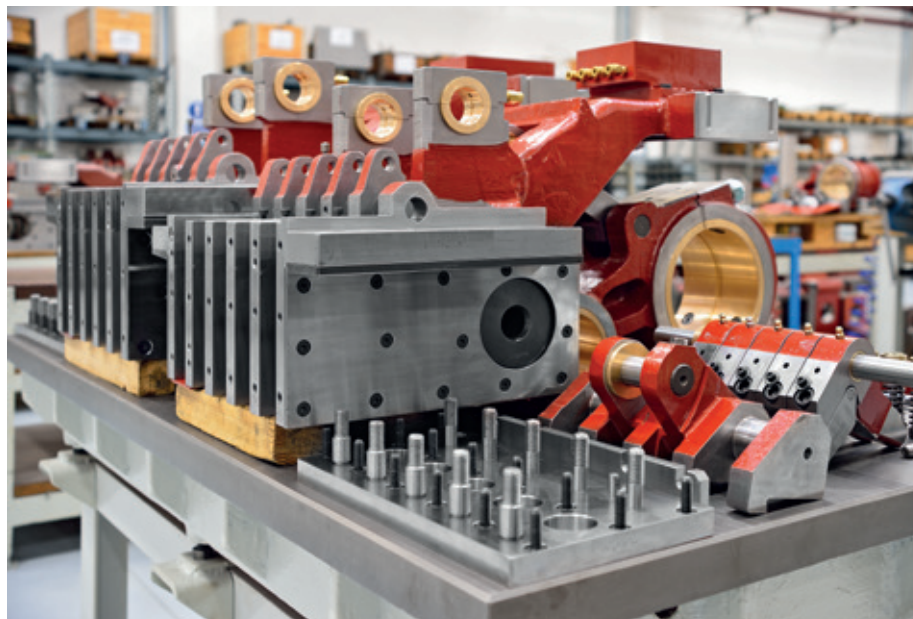
"We are able to meet the highest standards in terms of precision, quality and speed of machining. Thanks to automation, the machines, which are Industry 4.0 and 5.0 certified as well as customisable, can perform several tasks at the same time, while remaining highly user-friendly. Mechatronic solutions also

increase energy efficiency". When it comes to environmental awareness, in 2024 Sacma Group was the first company in the industry to publish a sustainability report: "We have the best conditions to be the most sustainable machinery manufacturer. In our five plants, we have invested in photovoltaic solar panels so that all companies are partially self-sufficient through the use of green energy. As an avant-garde group we are constantly

looking for talent that can find important growth opportunities here: "We offer a stimulating career path in every area, from administration to engineering, from sales to production. In particular, we are looking for R&D and tooling design engineers, machining experts, assembly personnel, and travelling technicians willing to travel the world to install machinery and provide sales and service support, alongside the local branches".

THE GROUP IN NUMBERS

Sacma Group is able to globally offer highly efficient and durable solutions to its customers. A reality that can be described through numbers: a group with over 85 years of history, five interconnected production sites in Italy within a radius of 100 kilometers, 300 employees worldwide, five foreign subsidiaries (USA, Germany, Brazil, China, Taiwan) to guarantee 24/7 after-sales service on site and remotely, 24 representative offices, and a turnover of 76 million euros.





As Hotel Limbiate Fiera

FOUR-STAR HOSPITALITY: EXCELLENCE ON THE OUTSKIRTS OF MILAN

As Hotels offers tailor-made solutions for every need in the field of conferences, hospitality and catering



Antonio and Alessia Surfaro

As Hotels operates five four-star hotels located throughout the northern part of Milan, setting the standard for hospitality in the area. Illustrating this reality and explaining which target group it addresses is Alessia Surfaro, general manager of the group: "All facilities cater for a diverse

clientele. Hospitality means providing a tailored service and top-notch products to meet the needs of all guests with a qualified staff. Our geographical positioning in the northern province of Milan and in the heart of industrious Brianza connotes us primarily as a 'business hotel'. We cater to the business travel needs of companies and multinationals. Our proximity to Milan, Monza, Bergamo, and the lakes also makes us appealing to leisure travelers, including tourist groups and those seeking to explore our beautiful region." Our proximity to several theme parks that are very attractive to children makes us a popular spot for families thanks to the comfort of our spacious family rooms. This is followed by the conference segment and the professional sports customer segment, which has experienced significant growth in recent years".

"Our proximity to the Fiera Milano exhibition centres", he continues, "allows exhibiting companies and visitors to choose us for their stays during major events and to benefit from our transfer service,

free parking, gourmet and sophisticated catering, and the convenience of home automation in elegantly designed rooms. The group provides hotel services, offering a variety of rooms, suites, and two-room apartments with kitchenettes for long-term stays in a residential setting. In addition, it offers conference and catering services, a well-equipped fitness room and wellness treatments (at the 'Armonia Spa' wellness centre). Both the catering - for lunch breaks, breakfasts and business dinners - and the wellness offer are also accessible to non-guests.

As Hotels' internal reservation centre is unique for all establishments: by centralising this department, the Group is able to provide quick answers and guide its guests towards the choice of the most suitable hotel for their different needs

HOTELS, CONFERENCE ROOMS, RESTAURANTS, WELLNESS, EVENTS

The As Hotels Group perfectly combines the needs of travellers by offering hotel and conference services, bars and restaurants that are always open with delicious proposals, and a wellness centre with a swimming pool and fully equipped fitness room. It is equally attentive to the needs of the local public, guaranteeing the best opportunities to organise small and large business meetings, to welcome visiting guests and joyfully celebrate family celebrations or party for traditional occasions such as the upcoming New Year's Eve Gala.



Armonia Spa - As Hotel Cambiago

As Hotels' conference centres are structured to be absolutely multifunctional. Clients can count on a total of around 20 modular rooms that can be used for conferences, round tables, business meetings, training courses and company parties and can accommodate more than 800 people across all facilities. In particular, the As Hotel Limbiate Fiera conference centre consists of seven modular halls that allow customised

services to be offered by configuring the spaces according to the specific request with state-of-the-art technical equipment. But what characterises the catering proposals? The general manager replies: "The quality of the raw materials and the passion our chefs put into their 'art'. We have also wanted to characterise each restaurant by giving it a clear identity, following and encouraging the ambitions

of those who run our kitchens: we have restaurants that are more devoted to traditional local cuisine, others to fish and others to meat, all of which are also open to external customers: Corso Como 52 Restaurant in Limbiate, La Taverna dei Sapori in Monza, Ristorante Mediterraneo in Cesano Maderno. Everyone excels through their own 'workhorses' that are recognised and appreciated by our customers.

At As Hotels, the key word has always been 'growth' and continues to be so, both in terms of company and skills and in terms of added value for customers and employees. The project table is literally flooded with ideas and new challenges for the future with ambitious goals. It follows the footprint of those who had the intuition to found this reality: Antonio Surfaro (from whom the acronym 'As' originates), a visionary and revolutionary entrepreneur with a big heart and an innate customer orientation who taught everyone that willpower, boldness and passion make every venture possible. Antonio carried on the entrepreneurial management of the hotels together with his two children Alessia and Simone (who looks after the economic and financial side of the group). With a constant desire to broaden horizons, to 'look beyond' by putting a lot of drive into it.



Corso Como 52 Restaurant - As Hotel Limbiate Fiera

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The company's factory

A HISTORY OF TRADITIONS AND NEW PRODUCTION TECHNOLOGIES

Pasta Cerati: a solid link between past, present and future in the pasta world



Antonio, Biagio and Luca

The art of pasta making is an ancient tradition that transforms a simple ingredient, 'durum wheat semolina', into a true culinary experience. This is the special feature of Pasta Cerati, founded in 1906, when great-grandfather Antonio bought a wooden press with a die and started this adventure.

In the 1950s, grandson Antonio expanded the building and bought the first semi-automatic plants, moving from fresh pasta to dry pasta.

Antonio's children, Giovanna and Biagio, follow in their father's footsteps and in 2013 moved the company from its historical headquarters in Bovisio to

Limbiate, a municipality that has been able to offer companies suitable solutions for development.

Today, the company, which is located on an area of 25,000 square metres, has tripled its production, offering new jobs, and with high-tech equipment it can meet the new demands of the market, with an eye on energy saving and less noise pollution, to the benefit of a better quality of working life.

Numerous types of pasta are produced: from classic durum wheat semolina pasta to organic pasta, from whole wheat to bronze drawn, legumes and pasta that cooks in a minute.

Thanks to high quality standards and product focus, Pasta Cerati has obtained international Ifs, Brc, Bio, Halal and Kosher certifications.

The Format Range is produced under the Cerati brand name or private label. It is sold in Italy and worldwide to major names in the large-scale retail trade, processing, and catering industries. The product boasts long-standing partnerships with these industries, as they find unrivaled quality in baking.

"Our children believe in our project and support us", Biagio says, "together with them, we are thinking about further expansion. We are now in the fourth generation and the story continues with renewed enthusiasm, full of ideas and

ambitious goals". Today, Pasta Cerati is the synergic expression of the ancient art of pasta making and technological progress, with the aim of guaranteeing safe products, but with the authenticity and taste of food from the past.

Today the company has tripled its production, offering new jobs, and with high-tech equipment it can meet new demands, with an eye on energy saving



ONE OF THE MOST BEAUTIFUL PATHS IN ITALY IS IN LOMBARDY

The Groane Park covers about 8,000 hectares. The president: “It is our green space, which we protect and preserve”. A gift for all



Polveriera, headquarters of the Groane Park

A piece of the world rich in history and nature, capable of offering experiences through which to rediscover man’s bond with the Earth: the Parco delle Groane is a

corner of natural paradise, a green lung in which to find a new equilibrium far from the frenetic rhythms of the city; “Our first responsibility is to protect this little world to which we are particularly grateful: if the Park had not been established in 1976, it would probably have been all built up here too. In this way, we have an area that can offer a different kind of experience to any generation”, says Emiliano Campi, president of the Groane Park since 2020. “The youngest, here, learn love and respect for nature, enjoy the opportunities that the park offers. Previous generations take advantage of the opportunity to walk and to breathe a different air.

This Park is a gift for everyone. Oaks, Scots pines, moorland moors, old kiln ruins and ancient patrician villas mark the pivotal points of the Groane Park, which knows how to become nature but also history:

“This is an area that was inhabited by the patricians of Milan, by the upper aristocracy. There are architectural gems to be admired. At the point where the park embraces Solaro”, says Campi, “there was the Savoy hunting lodge, also known as ‘la ca’ del Re’; until the Second World War it was actually an area populated by deer and fallow deer for the hunting by the aristocracy. Finally, very interesting is what remains of the pine forest of Queen Maria of Austria. One of my first recommendations is to visit the park by taking advantage of the guided tour options. We are very grateful, by the way, to the associations that bring the park to life with a wide range of events. All young people should know these pieces of history”.

The Regional Park was created at the end of the 1970s on the initiative of the



Zoca dei Pirutit

PH: MAURIZIO MILAN



Spring blooming in Cogliate

From the Lipu Oasis to the Città dei Mattoni, from the Wwf Caloggio Oasis to the Laghetto Manuè, the park is a nature reserve to be discovered step by step

municipalities and the Lombardy Region, and since 1984 it has had a Territorial Plan that regulates the use of the areas in harmony with nature conservation, agriculture and tourism. The Parco delle Groane is managed by a public law body comprising the municipalities concerned, the Provinces of Milan, Como and Monza e Brianza and the Municipality of Milan. "The path you can follow goes from Cantù to Bollate (there are 28 municipalities involved, ed.). A map explaining the route is available, and within the park, each municipality has its own particular features. It is a very long strip, which is more hilly to the north and then flattens out.

The list of Italy's most beautiful and evocative walks includes those of the Parco delle Groane which, in 2017, joined the Brughiera Briantea: from the Lipu Oasis to

the Città dei Mattoni, from the WWF Oasis of Caloggio to the Laghetto Manuè, the Park is a nature reserve to be discovered step by step. In addition to trekking on the trails, the Groane Park offers various sporting and educational activities: from the equestrian centre to opportunities for cyclists - with trails of around 50 kilometres - to environmental education projects for children and young people and the opportunity to adopt a tree. "The Park is alive thanks to environmental education in schools and the various initiatives of local associations", continues the president, "and I am personally committed to ensuring that it maintains its social role, which for me means allowing citizens to enjoy an important natural space in the middle of a particularly urbanised and industrialised area. It is only fair that the community should have this opportunity".

PH: FRANCESCO PELLE



PH: FRANCESCO PELLE



BIODIVERSITY REFUGE

The Parco delle Groane is a protected natural area covering about 8,000 hectares. Characterised by pine forests, heaths and extensive wetlands, it is an important biodiversity refuge and home to many species of flora and fauna. It offers numerous trekking and cycling routes and equestrian activities. The presence of ancient villas and farmsteads adds historical and cultural value to the area. It covers an area extending over several provinces north of Milan, involving 27 municipalities.





Parco delle Groane: the 'Plain' of Cimmagno and the 'Galeazzo'



Municipality of
Lentate sul
Seveso

A STONE'S THROW FROM THE MAIN CITIES, AMONG NATURE, CULTURE AND KNOWLEDGE

Lentate sul Seveso becomes a brand. In addition, it aims to answer the most common question: why is it worth living, studying and working here?

As can easily be guessed, it is the Seveso river that gives a strong identity to this town in the province of Monza and Brianza, strategically located between Milan, Monza, Como and Switzerland. The inhabitants, almost 16,000, are spread out not only in the historical centres of the various hamlets that make up the municipality, but also along the Comasina road and in the surrounding countryside, where numerous typical Brianza farmsteads are still present and active.



Laura Ferrari,
mayor of Lentate sul Seveso

A strategic location, almost equidistant between Milan, Monza, Como and Switzerland, from which it is a maximum of 25 kilometres. Lentate sul Seveso is in the process of rebranding to highlight all the positive aspects that characterise it. "We want to show those who don't know it its undeniable strengths", explains mayor Laura Ferrari. "We concluded a call for tenders to identify an agency expert in regional promotion, which,

starting from the existing assets, could create a true brand symbolising all that our town represents".

The idea, explains Ferrari, is to create a brand that encompasses several concepts, to which a promotional platform is added that incorporates the salient features of our places. "Data collected over the course of a year's work, which will form the content of all that we can offer in a striking and structured manner", Ferrari emphasises. "The question we want our interlocutors to answer is: why is it worth living, studying and working here"?

There are certainly more than one good reason. From a logistical point of view, Lentate sul Seveso is well positioned, at an infrastructure crossroad. It is a border municipality, with all the advantages this entails, well served by transport and connected to the foothills. An ideal area for those who share a passion for work culture: Lentate is famous for its wood and furniture industry, for example. "We have a flagship school, the Art Wood Academy, which is the object of great attention from all over Italy", explains the mayor. "We also boast an excellent textile sector, which was more developed

The strong and widespread presence of the third sector offers many opportunities to engage socially, becoming an active part of a community where human relationships still have value

years ago but is still vital, and the whole nature strand, with a system of farms that combine nature, initiatives for children and families and, last but not least, the always appreciated food and wine aspect”.

Lentate sul Seveso, the municipality points out, is also a very green area despite being located close to the main cities of northern Italy: it is the fifth largest municipality in the province of Monza and Brianza in terms of land area, and two-thirds of its surface area is ‘green’. “The average urbanisation of other localities in the province is 2,000 inhabitants per square kilometre, while in Lentate it is 1,000. That’s half”, the municipality reiterates. This conformation favours all outdoor sports, primarily golf: “The golf club is one of the leading ones in Italy, with an important history behind it”, Ferrari says.

The strong and widespread presence of the third sector offers many opportunities to become actively involved at a social level, becoming an active part of a community where human relationships still have value.

Another attractive element is the cultural one, all to be discovered: recently opened is the MuDi, the new museum spread throughout the area, a challenge and a stimulus for incoming development. The MuDi does not have a static location, but relates all assets that are usually open individually. “Ours is a rather well-known, but not very well known, collection of valuable places, never properly



St Stephen's Oratory: the presbytery

cultivated as it deserves to be”, emphasises culture councillor Matteo Turconi Sormani. “We are taking a census to create more routes of interest that will attract visitors”. The assets of the museum system have their epicentre in the Oratory of Santo Stefano protomartire, a precious noble chapel dating back to 1369, around which there are ten historic villas, almost all inhabited, numerous churches and the Spazio Egidio Isacco; these cultural assets are all to be explored as a whole, on foot, by bicycle or even by car. Groups can access the MuDi by appointment, while occasional visitors must respect the opening hours.



Villa di Carpegna Brivio, formerly Raimondi



Xo

THE HOUSE OF EMOTIONS

90
years

Exclusive design and all spaces in harmony: Boffi | DePadova, a history and experience at the highest level for a tailor-made international service

Boffi|DePadova, that is the history of design at the highest level for architectural solutions that dress a complete home, from the kitchen to the living room, from the bedroom to the outdoors, as a very personal 'way of living', drawing on artefacts that are the quintessence of quality and originality and make the environment where they are placed grow. The Boffi brand has an extraordinary story to tell as it celebrates its 90th anniversary. Throughout its corporate journey, it has maintained its strong Italian identity in the design of kitchens and bathrooms, collaborating with prestigious international designers. At the same time, Boffi has successfully provided a global living solution by partnering with other leading companies.

This was the case in 2015 with De Padova, the story of design in every other room of the house, and in 2019 with Adl, which made it possible to use very tall folding doors made of different materials

for the first time to create extraordinary scenic architectural solutions, capable of transforming the spaces of the house according to circumstances. A challenge that gives meaning to the

Boffi | DePadova operates in Italian offices and direct showrooms, 15 in Europe, eight in America, one in the Far East



Roberto Gavazzi, Ceo and president of Boffi



Cove Kitchen

CAREER RECOGNITION

In the year in which the company's 90th anniversary was celebrated, last June, Boffi | DePadova Group CEO and president Roberto Gavazzi was awarded the prestigious Compasso d'Oro Adi (Italian Design Association) for his career, as - we read in the motivation - 'an undisputed protagonist of Italian design culture'. "I am truly honoured to join the small and prestigious group of winners of this fantastic award", Gavazzi commented, adding: "Today in our complex industry, true innovation stems from a winning business strategy that consistently combines the best practices throughout the entire operational process. The product is always the main component, but not the exclusive one. We need to look at and evaluate the forest as a whole and not just the trees in this contemporary domestic landscape".

present and holds the future of the company, which is represented at the four ends of the world with its directly managed showrooms. "No longer furniture shops", explains president and managing director Roberto Gavazzi, "but home-stores in which to experience the sensations that the design quality of our architects will then recreate in the living spaces of our interlocutors, enhancing them". And it is at this junction that today lies the key to Boffi|DePadova's international success, which adds to the very high quality of its strictly Made in Italy products a design and service network that is able to guarantee the 'grounding' of the brand's identity project everywhere. In 1934, and for 20 years, Piero Boffi built handcrafted kitchens in his workshop. In the 1950s, the second generation immediately focused on high-end kitchens in a contemporary style, choosing the best in design and art director to be ahead of changing tastes. A 35-year-long run, until the late 1980s, when Paolo Boffi, the last heir of the family, and Roberto Gavazzi, a Bocconi-educated Bocconi scholar, solid international managerial experience and a desire to measure himself with doing business, merged their visions, in tune also with Piero Lissoni's art director, with his highly refined style. "We wanted to strengthen the company by extending the proposals to all areas of the home. However, at the same time, it

was essential to preserve the uniqueness of the Boffi brand synonymous with kitchens, wardrobes and bathrooms", explains President Gavazzi. "In addition, it was essential to maintain the absolute Italian territoriality, quality and originality of the products, the three fundamental criteria capable of attracting high-end buyers in different parts of the world". Not an easy goal to achieve, but one that the top management held firm, without giving in to compromise, until the meeting and then the merger with De Padova. Four years later, the next step, the strategic acquisition of Adl for mobile 'walls' that become extraordinary paintings with a highly engaging and innovative impact. Having created the unity of proposal with three voices each giving their best, generating a harmonious and unique style of living, Boffi|DePadova has played the ace of an innovative and winning organisation. "A network that ensures an international service, supported by the headquarters, close to the customer for the design and taking care of the pre and post sales of products all manufactured between Lombardy-Brianza, Veneto and a bit of Marche and Tuscany". Boffi|DePadova operates in Italian offices and direct showrooms, with 15 in Europe, 8 in America, and 1 in the Far East, with the prospect of further growth. Well over 90 years.



The Rivers

THE LEGACY OF THE PAST PAVING THE WAY TO THE FUTURE

The Fumeo Carlo company has been producing ties and accessories of the highest quality since 1932, exporting made in Italy style and class all over the world



Enrico and Carlo Fumeo with Martina Gianetti

The slow workmanship, on a mechanical loom purchased in Germany in the 1930s, the intervention of the hand of the operator who knows how to adjust the chains and gears to obtain the perfect result, the precious yarns of noble fibres such as silk, wool, cotton, linen, cashmere: this is the secret of the quality of 'Fumeo Carlo' ties. History from the past? Of course not. We are recounting the present (and also the future) of a company that has been able to renew itself over the years while remaining true to itself, with a timeless product that is characteristic of Italian fashion and style, a great classic across all ages: the tie.

Enrico Fumeo, one of the grandsons of the founder Carlo who decided to go to Germany to buy one of the first mechanical looms and automate tie production, tells us the story of the company. It was 1932 and in that year the Carlo Fumeo company was established. Almost a century has passed

since then, the world has changed radically, but that original frame is still in place in the company. Not as a historical relic, on the contrary: every day it is set in motion and produces the precious ties that have made the company famous, so much so that the fashion designer Valentino has considered it for some projects. Last June, Fumeo took part in Pitti Uomo in Florence for the first time, a sign that the quality and style of this product are of the highest level.

The company, led today by the new generation, has evolved without distorting itself: Carlo, Enrico and Martina - with their dynamic and innovative vision - carry on the legacy of their uncle and grandfather Carlo, continuing to celebrate and revolutionise male elegance.

"The work is all done by hand, with the support of these mechanical looms that require a great deal of experience: unlike modern, computer-controlled machines, on

THE TIE, A TIMELESS ACCESSORY THAT WINKS AT YOUNG PEOPLE

Not only combined with rigorous double-breasted suits for businessmen, therefore: the tie today wants to be a 'democratic' accessory, dialoguing also with less formal outfits, in unusual and captivating combinations, increasingly appreciated also by the very young because it is made accessible and desirable for every style, gender and age. The Fumeo Carlo tie today represents a universal language of style and individuality. Versatile and timeless, it renews itself without distorting itself. Fumeo has always embraced the value of sustainability, requiring almost no water and very little energy to run its machinery.





Last June, Fumeo attended Pitti Uomo in Florence for the first time, a sign that the quality and style of this product are of the highest level

indicate our strong product connotation". As style has evolved over the years, Fumeo Carlo has chosen to write a new chapter, proposing a total new look: the tie, always the protagonist, dictates the stylistic line for a collection that includes t-shirts, shirts, trousers, overshirts and outerwear, remaining the beating heart of the project and remaining capable of embellishing and downplaying men's style: "We want more people to choose ties not only for classic outfits, but also for modern, casual outfits. The tie is not just a detail, but a distinctive element that can transform and enrich any look. We are 'The Tie People'.

ours it is the operator who has to set the mechanism, adjust the chains according to the length of the tie or the stitch to be woven", explains Enrico.

But what is the market for handmade ties 100% made in Italy? "Mainly abroad, France and Germany, the UK, but also the US and Japan. In these countries, the style and class of handcrafted garments produced in Italy are highly appreciated". What about our country? "It represents a minor part of our market. The customers are mainly haute couture boutiques, where the craftsmanship of the workmanship and the quality of the yarns are in demand and valued".

Craftsmanship at its finest, then, for this small business with five operators, only one of whom is outside the family. "We can say that everything here is really made and produced in Italy, starting with the yarn that is dyed and processed in our country", says Enrico Fumeo. "That is why we presented ourselves in Florence with our products and our slogan 'We are the Tie People', to





Shot of the Milan Design Week 2024

THE ART OF DESIGN REVOLUTIONISING LUXURY INTERIORS

Elegance and harmony in the interiors curated by Alchymia: since 1998 a reference for handcrafted and exclusive furniture

A benchmark for those seeking exclusive, custom-made furniture, where style, elegance and unity come together to create exclusive environments. This is the commitment of Alchymia, founded in 1998 thanks to the entrepreneurial vision of Lucio Doro. The realisation of the products is the result of a combination of craftsmanship and engineering: whether for private homes, luxury hotels, yachts or public buildings, the company has always been committed to exploring new techniques, finishes and materials so that the pieces do not simply decorate a space, but transform it into

Alchymia's mission is encapsulated in its payoff: Science of Luxury, unambiguously recognisable



PH: SALONE DEL MOBILE 2024

Juliette Armchair - River White Wall Decor



Interior Design - Venture Yacht Abydoss

a true experience where aesthetics and functionality coexist. Luxury yachts is the sector in which the company has achieved its most recent milestones. Confirmation of this comes with the company's presence at the Monaco Yacht Show, which testifies to the Doro family's commitment and constant research. "Alchymia's mission is encapsulated in its payoff: Science of

Luxury is unmistakable, thanks to historic craftsmanship, passion for decorative art, and an exclusive sense of luxury. "This point", explains Ceo Davide Doro, "represents its distinctive brand culture, recognised with awards at the international level, thanks to the creation of unique objects and designs, capable of exceeding expectations and difficult promises".

TWO GENERATIONS IN THE NAME OF EXCELLENCE

Surrounding the founder Lucio Doro is an 'extended' family whose soul is a mix of passion, creativity and dedication: the professionalism of designers, artists and decorators is flanked by the children. Thanks to them, Alchymia is a symbol of Italian-made excellence around the world.

PH: ALCHYMIA STORIES



Davide and Lucio Doro

Alchymia is now in its second generation, a succession that keeps tradition alive and evolves it through the use of materials and techniques that further enrich the product range. The company's evolution has enabled it to expand on a global scale. "The Atelier and the workshop open a window on the elegance and harmony of the interior displays, capable of evoking a strong emotional connection. A constantly evolving artistic narrative that engages the senses through a personalised decoration service based on Alchymia's core values: quality of customer relationships, collaborative availability, innovative capacity to the point of eliminating the wrinkles of traditionalism.



Municipality of
Seregno

THE FACTORY OF THE FUTURE WILL BE BASED IN LOWER BRIANZA

In Seregno, an innovative hub to combine training, work and sociality and to express the broad potential of Its



The mayor Alberto Rossi during the presentation of the new experimental technology training centre project

About 45,000 people live in Seregno, in lower Brianza. Flat and intensely urbanised, this Lombardy municipality is embedded in a strongly work culture-oriented context. The vocation, of which the people of Seregno are proud, is predominantly commercial, accompanied by good industrial and artisan entrepreneurship. Historically, activities related to the furniture industry and soap production have flourished,



Palazzo Landriani Caponaghi, seat of the municipality

while today the context presents a very heterogeneous panorama of enterprises.

Seregno is growing and gaining positions among the pivotal municipalities in the province of Monza and Brianza. In the heart of one of the historically most industrious areas of northern Italy, it aims to become a reference point for the world of business and vocational training. The municipal administration led by Alberto Rossi among its various mandate objectives has set itself a particularly ambitious one: to transform an area that has been disused for more than half a century into an innovation hub. The area is that of the former Santa Maria Clinic, a private nursing home that was very avant-garde at the time, and which suddenly ceased operations in 1970. For decades, the building remained abandoned until the municipality bought it back from Inps (the last owner), which had planned and then shelved the idea of a regional headquarters in the 1990s. The building was almost completely demolished (only a deconsecrated chapel, which has some historical interest, was saved) and the redevelopment process was started, in collaboration with the Arest programme of the Lombardy Region: "Ours is an important urban regeneration project", explains mayor Rossi, "a pole that will have training as its central objective: we are finalising a project that will involve four Higher Technical Institutes (Its), which will employ 400 students in a post-diploma technical training course". The strength of the project is the sharing of teaching with companies in the area, so as to guarantee on the one hand the functional preparation of the students, enabling them to easily find employment, and on the other hand to meet the needs of companies constantly looking for qualified personnel.

"For a few years now, thanks to our cooperation with the Rizzoli Foundation in Milan, we have been running Its courses in the city: those who have completed the first two years have already found a place in the world of work. With this educational offer, our city has become more attractive, even a destination for a sort of 'reverse commuting', since some students of the Its live in Milan". However, the new hub wants to express wider potential than the Its: it aspires to become the factory of the future in Brianza, where companies network to relaunch the culture of work.

"An experimental technological training centre in Seregno,



but not only in Seregno”, the mayor emphasises, “a potential attractive crossroads for new investments and opportunities”.

According to the mayor, the goal is to start work as soon as possible, with the hope that the centre can be activated in 2028. “We hope to obtain regional funds, but the bulk of the investment will be municipal”, Rossi further emphasises. “It is a project that will bring development to our city, therefore, on which we can also make bold choices such as taking out a loan. We are a municipality with zero debt, so we can certainly open up this good debt.

If other partners want to join in, they will be welcome, but always from a system perspective. The centre will not

The new hub wants to express wider potential than the IIs: it aspires to become the factory of the future in Brianza, where companies network to relaunch the culture of work

only be an educational centre, but also a place for social innovation: the small church inside it will be converted into a museum and multifunctional space, and there will be areas shared with the city, a garden park and a small square. All in an area within easy walking distance of the quaint historic city centre, as well as very well interconnected with the supra-municipal road network and not far from the railway station.



Piazza Risorgimento

SAPONIFICATION, HIGH TECHNOLOGY IN THE WORLD WITH AN ITALIAN SIGNATURE

The success story of Sas Mariani, the family business that has conquered the global personal care market



Carla Sala, daughter of the founder, with her sons Piero and Carlo Mariani, current owners and managers, and grandson Tommaso, the first of the fourth generation to join the company

Established in 1934 by Carlo Sala, the grandfather of brothers Piero and Carlo Mariani, who are the current managing directors, Sas Mariani Srl has become one of the leading manufacturers of soap plants, finishing lines, and soap packaging machines over the years. Based in Seregno, the company now employs 40 people and has a presence in over 150 countries worldwide. Thanks to the entrepreneurial vision of the Mariani brothers, who took over the reins of the company in 1990,

The Mariani brothers aim to become leaders in various market niches, developing increasingly flexible systems, focusing on innovation and the search for new solutions

Sas Mariani has experienced constant technological development and growth. Today, Piero's son Tommaso, an engineer specialising in mechanical design and automation, also contributes to this innovative process.

As a leading manufacturer of cube soap and perfumery soap machines, the company has gained the trust of both small specialist companies and the world's major players in the industry. With an annual turnover of over €10 million, of which over 90% is exported, Sas Mariani stands out for the quality of its products and its ability to develop customised projects. A specialised and creative technical team develops innovative and flexible solutions.

The Mariani brothers' goal is to become a leader in different market niches and

to develop increasingly flexible systems, focusing on innovation and the search for new solutions.

Thanks to its expertise and its ability to integrate new technologies with established ones, Sas Mariani has been able to expand in a historical period that has not been easy and is at the forefront of the sector. Sas Mariani's participation in international events such as 'Beauty Istanbul' in Turkey allowed the company to increase its visibility and consolidate its presence in a strategic market that acts as a bridge between Europe, Asia and Africa. With a solid reputation and extensive experience in the industry, Sas Mariani has established itself as a global benchmark in soap production technology, continuing to impress and innovate in a constantly evolving sector.



THE TRADITION OF GLASS IN A 4.0 COMPANY

Vetreteria F.lli Paci: from family passion to international excellence

From the passion of Edoardo Ugo Paci, to the creativity of successive generations, the history of Vetreteria F.lli Paci is a journey of dedication and innovation. Edoardo, a few years after taking up the trade of glassmaker, decided to set up his own business, infused his sons Piercarlo, Ambrogio and Maurilio with his experience and skills and, in 1959, Vetreteria F.lli Paci was officially born. The company, initially located in a small rented shed, expanded to its current 25,000 square metres, also thanks to the founding of Italvetrine in the 1970s, specialising in shop windows, promotional displays, shop fittings and museum displays, now an international presence in the sector.

Today, the company is led by the third generation: Alessandra, Michela, Elisa, Edoardo and Roberto who, with their enthusiasm, consolidate and increase the glassworks' level of excellence. Vetreteria F.lli

Glass is an enduring and 100% recyclable material, and waste is recovered and given a new lease of life. Not only that. Power generation is also green

Paci has two main divisions: artistic and industrial.

The former is renowned for the creation of unique pieces, stained glass windows and restorations, distributed all over the world among religious buildings, prestigious private villas and precious palaces and hotels.

The second responds to the needs of the construction and interior design sectors, producing laminated, tempered, screen-printed glass and any glass artefact that meets the customer's requirements, with numerically controlled machines and innovative processes protected by several patents. The company is an example of Industry 4.0, strongly oriented towards sustainability. Maurilio Paci explains: "Water is fundamental in our work. All glass must be ground with water-cooled diamond wheels and we have always used recirculation systems to purify and reuse it. Glass is an enduring and 100% recyclable material, and waste is recovered and given a new lease of life. Not only that. Electricity production is also green, with 350 kW of photovoltaic panels on part of the roof and plans to go up to 1MW in the future, covering the entire surface.

Vetreteria Paci is also socially aware: from the Bollate prison, the company has

employed around fifteen people to take care of logistics and shipments, packing and packaging mirrors and crystal. This commitment underlines the values of tradition, collaboration, innovation and sustainability that have made Vetreteria F.lli Paci a nationally recognised excellence.



TAILORED AND FLEXIBLE SERVICES, WITH AN EYE ON THE AI

Smart cities, artificial intelligence and IoT: the future passes through Stt - Telematic Telephone Services

Since 1988, Stt - Servizi Telematici Telefonici has been the Italian system integrator specialising in consulting, implementation, integration and maintenance of telecommunications systems, whose mission starts by listening to customers with the aim of being the reference point for their technological needs. Stt is a company with over 170 professionals and several offices in Italy. Its headquarters is located in Seregno. The company partners with many medium to large Italian and foreign companies in both the public and private sectors, as well as with leading Italian service providers. "The solutions we offer cover multiple strategic business areas, such as smart solutions,

networking - Lan and Wan networks, cyber security, Unified Communications, video surveillance and video analysis, access control, structured cabling", clarifies Valter Fedeli, Ceo of Stt.

In a world that increasingly speaks the digital language, Stt manages to differentiate itself from the crowded competition by focusing on two keywords: "Our strength is our flexibility, typical of Smes, combined with the adoption of processes and methodologies typical of large companies. In this way, we can approach customers with services that I would dare to call tailor-made, a customised offer tailored to meet individual technological needs", Fedeli

further explains. "Added to this is the great technical expertise that sets us apart: we continually invest in training and specialisation of our teams, so that we can guarantee customers the highly qualified technical resources that make the difference". Services range from consulting and design of technology systems, to installation, configuration and project management, to support and help desk services, boasting high-level certifications with the world's leading technology manufacturers. "Certainly, our plus is that we have a highly qualified and certified in-house technical team", says Ceo Fedeli. "About 80% of our workforce is made up of technical staff, ranging from roles as plant engineers, installers, systems engineers, and project managers; everyone works within teams with vertical specialisations in different technological areas. Then there are all the other functions, from commercial to administrative, from human resources to purchasing, logistics and privacy". There is no difficulty in finding personnel for Stt, also because in recent years the It sector

In an increasingly smart future, Stt already knows the way forward: high value-added smart city solutions, Ai and IoT and focus on enterprise and healthcare markets



Valter Fedeli, Ceo of Stt



Control room

has been very attractive for professional people "We use several channels - internal and external - for search and selection, we offer career planning, and we are able to have a clearly positive return". One cannot miss a question on artificial

FROM 5G BUBBLES TO CONSTRUCTION SITE SAFETY

These are the two topical focuses of the It sector. The development of the 5G network and the services that can be delivered makes it possible to set up limited network coverage, the 'bubbles', within which traditional and advanced mobile communication services can be delivered very quickly. This becomes tactical in emergency contexts where traditional communication infrastructures suddenly become unavailable. Ai technology, on the other hand, improves the security of people and vehicles at construction sites, companies, industrial and logistics sites, and airports: it is managed through a unified intelligent platform that detects, classifies and guarantees the authentication of people, vehicles and objects, thanks also to the mobile app.

intelligence, trend topic of the moment: an opportunity or a form of competition to watch out for? Valter Fedeli has no doubts: "Absolutely an opportunity: Ai is now pervasive, any technology can integrate artificial intelligence software. Stt has long been offering smart solutions: from video analytics with deep learning capabilities, applied to urban contexts, to networking solutions with integrated Ai and machine learning, for 'smart', fast and simplified network management". In an increasingly smart future, Stt already has its sights set on the way forward: high value-added smart city solutions, Ai and IoT and a focus on the enterprise and

healthcare markets. In the urban context, we are talking about artificial intelligence software and algorithms capable of processing, classifying, storing and analysing collected data, with a 'depth' that simulates the human brain. "The fields of application are varied: forensic analysis, people counting, detection of unusual activities (anomalous positions of people and vehicles), mission-critical applications". In healthcare, the focus is on cyber security: with solutions to counter cyber attacks capable of protecting systems by integrating automation, machine learning and artificial intelligence.



CYCLING OR WALKING IN THE BRIANZA HILLS

Churches, forests, a medieval village, the festival of Santa Caterina, the band festival: there is so much to discover in Besana in Brianza

The Municipality of Besana in Brianza was officially founded in 1869 by royal decree, from the integration of seven communities aggregated around as many churches, and which retained their own cultural physiognomy. Its origin is Roman, according to inscriptions dating back to 69 A.D., and it occupies an area of 15.76 kilometres. The population numbers around 15,500 people on a hilly region crossed by numerous tributaries of the River Lambro.



Municipality of
**Besana in
Brianza**

For those travelling from Milan to Lake Como, Besana in Brianza is the watershed between the flat landscape and the hills of Brianza. A green oasis of woods, meadows, and parks, just a few minutes from Milan and Monza, the town is rich in interest thanks to its past history and the renewed commitment of the municipal administration to make it more welcoming to everyone, citizens and tourists alike. Not only that but according to Assolombarda's ranking, it ranks second among the municipalities with the lowest taxation for the production sites of existing companies in the Province of Monza and Brianza, in a ranking where much less well-equipped centres than Besana in Brianza excel. This makes it an interesting location for businesses, given the turnover that the municipality's industrial estates are currently experiencing. But the area's true vocation is that of a local tourist destination. "We are the third largest municipality in terms of land area", explains mayor Emanuele Pozzoli, who has just been elected to his second term in office, "with more than 50% green territory in the most urbanised province in Italy and many opportunities for the whole family, from outdoor sports, outings or walks in the medieval village, and occasions such as the Santa Caterina festival

and the famous international band festival. Besana in Brianza was born from the union of seven hamlets, each with its own historical centre and stately villas, immersed in woods and meadows that, thanks to funds from the Pnrr, the administration is connecting with the bicycle and pedestrian greenway network. "The last construction site of the greenway will close in 2026 with the Besana centre", adds the mayor, "but there are already many viable roads. It is an urban regeneration project that will bring benefits to all citizens to experience the city, and mobility, in a smarter and more sustainable way". The boost for local tourism also comes from the flourishing of agrotourism activities and projects promoting local goodness such as The Banker's Jam. Also in the Besana area is a centuries-old cherry tree whose blossoming attracts thousands of people yearly.



PH. FABIO DELL'ERA

STATE-OF-THE-ART MACHINERY, TARGETED ADVICE AND SUSTAINABILITY

Fap's evolution towards a full customer service model, constantly updated through unparalleled r&d

Through its customers, Fap has historically responded to the most current needs of the construction, packaging and automotive sectors. Founded in 1987 by Luigi Poli and now managed by his sons Fabrizio and Francesco, the company manufactures foam film extrusion systems, automatic winders and laminating lines, together with all the associated modern services, from preventive maintenance to personnel support and training. "We have gone beyond the traditional after-sales service to provide consultancy and project support to entrepreneurs who want to build a new production plant or start producing a new material", explains Fabrizio Poli, Ceo and President of Fap. "We are able to estimate not only the type and number of machines required, but also all aspects of running the production plant, from space requirements to personnel and shifts. The expansion of services with a strong focus on research and development is one of the innovations put on track by the Poli brothers when they took over the family business in 2020. "We have made major investments in the new production area and to create new services", says Fabrizio Poli, "so that we can offer customers a complete solution. The starting point was the realisation that it was becoming increasingly difficult for companies to find qualified personnel. So we took steps to support customers in this respect as well. Fap's target group



Francesco and Fabrizio Poli

ranges from large multinationals to small family businesses. These are mainly foreign customers, mainly in Europe but also in North and South America. "When we design a machine, we are on the side of those who are going to make the investment", adds the president, "this philosophy has always been ours and is recognised by us. The current scenario then pushes us to make machines more and more automatic and easy to use. The other big themes of the moment are green design, speed, flexibility and customisation of projects". Fap is inspired by the principles of the Esg philosophy, aiming to reduce the energy consumption of new machinery as much as possible: these are energy-consuming systems for which any optimisation has a positive impact on the company's accounts. For example, in order to reduce

consumption during start-up, Fap has equipped the machines with software that manages the heating of the machine to avoid energy peaks and to achieve the same result by modulating energy demand. Each machine is then adapted to the customer's requirements, minimising delivery and commissioning times. Still on the subject of sustainability, Fap's research continues: "We have been working for about 10 years, in collaboration with an important university in Milan, on a system for the production of foams using CO2, an alternative gas to the petroleum-derived isobutane that is generally used", continues Fabrizio Poli. To date, we have obtained the first two patents, Italian and European, with a view to future applications in two new sectors for us: food and pharmaceuticals.

R&d is very important to Fap, which is one of the reasons why it chose to expand and renovate its plant in Besana in Brianza. "Historically, we collaborate with leading plastics manufacturers in the development of new materials, providing them with the opportunity to carry out industrial testing. The new plant, to be completed in 2025, will expand the area for Fap production and include a separate laboratory area for research, development, and showroom activities. A new frontier to run ahead in the innovation race.



Rendering of the new factory under construction in Besana in Brianza

THE COMPANY THAT BUILDS COMPANIES

On the path of doing good, Etica creates and develops enterprises of both economic and moral value

An entrepreneur's idea, but a boy's dream. A vision hovering in the mind and which, only after many years, many experiences and incredible evolutions, turned into a company. This is how Etica di Besana Brianza was born, a company

that creates and trains companies capable of generating economic value, but on an ethical basis, demonstrating that profit can only be achieved by following the path of the good. But let's take a step back and let its founder, the volcanic engineer Giuseppe Azzinari, tell a special Italian story.

"Etica stems from my long journey as a boy from the South, first in Milan as a mechanical engineering student and then in Brianza, a land where the work culture is solid and deep-rooted. Etica is the final outcome of a journey that began as a newly-graduated freelancer at Amarc, a historic Brianza company from which, after a successful collaboration, I left to found Amarc Tecnologie in the 1990s together with one of the owners of my former company, Paolo Ardesi". A company 'that combined science and conscience', the former in the figure of Azzinari himself, a talented mechanical engineer with a degree from the Milan Polytechnic, and the latter in the person of Ardesi, a technological craftsman with long experience in the field. "We have built everything non-standard for industrial thermal and energy processes by working with major players in the industry and growing the business profitably. However, at some point we realised that we were doing too many and too disparate things, without focusing on our core business. So we decided to specialise and excel in one area: district heating. Amarc Dhp and Amarc Dhs are the result of this turnaround: the former is an EPC and general contractor specialising in district heating plants; the latter is a manufacturing company specialising in the design and construction of district heating substations. Since 2009, the two companies have become authentic reference points for the Italian and European markets. "Dhp's general services sector was already in essence the essence of Etica, which was soon to become an independent company that would take new ideas, start-ups or existing companies and develop them into independent companies to which it would

then provide top-quality services and technologies".

According to the philosophy of Ethics, the way of good pays more than the way of evil even if it is a longer and more arduous path. Cheating and deception may pay off in the short term, but in the medium term it creates disorder and inefficiency, which today, more than ever, is an enormous cost. Ethics does nothing more than enhance and organise 'enterprise', as Azzinari likes to call it, a term that indicates a creative motion of the soul. It is an action that results in a corporate organisational model that respects people and the environment

The term 'undertaking' indicates a creative motion of the soul: it is an action that results in a corporate organisational model that respects people and the environment and is capable of generating economic value in compliance with civic sense and education



Giuseppe Azzinari, founder of Etica



Etica, corporate headquarters



Amarc Dhs, wall substation production department

RESPECT AND PRINCIPLES

Building and training companies that generate economic value while respecting good principles, civic sense and education. To develop and train companies that aim to provide quality products and services at the right price and within the rules, while respecting the environment and nature. To build and develop companies that add value through the work, respect and appreciation of their employees and collaborators. Creating and training companies that can express the “Made in Italy” concept of quality, beauty and solidarity.

and is capable of generating economic value in compliance with civic sense and education. In other words, the most authentic expression of Made in Italy and Italian talent made of quality, solidarity and a perpetual quest for beauty. “Companies built on ethics involve their employees, measuring them by results that are shared freely, without limits or timetables, in an environment where human misery has no home and where nobility of spirit prevails”,

stresses Azzinari. Ethics ‘the company that builds companies’ could today be improperly identified as a private equity or venture capital fund. In fact, it also provides general services ranging from logistics to administration, research and development, administrative and legal assistance, and marketing. Activities that normally end up in the overhead costs of a company, which are growing today, but on which it is important to focus in order to reap the

benefits of economies of scale. Azzinari proudly points out that the greatest work carried out in recent years has been the conquest of thought over action, and that the philosophy of ethics has produced real and virtuous results that have materialised in serious companies capable of adding value and energy to the flywheel of humanity, with a corporate style focused on the pursuit of beauty not only of form but also of content and behaviour.



Amarc Dhp, district heating plant 110 MWth, Gerbido waste-to-energy plant, Turin



Erika Fumagalli, CEO of Fumagalli Danilo

THE MADE IN ITALY OF FRUIT AND VEGETABLES FROM BRIANZA TO THE WORLD

Fumagalli Danilo: a passion, three generations at the service of companies in the fruit and vegetable sector

Delivery - home shopping service for private individuals is created. Today, Fumagalli Danilo, based in Besana in Brianza, is a reference brand in the marketing of fruit and vegetables, offering tailor-made solutions to a wide range of customers. "Our brand is synonymous with guarantee, thanks to the purchases made by selecting the best producers and supplying the platform daily with excellent products according to the customer's request, thus avoiding stocks", Erika Fumagalli tells us. "Our hallmark is the tailor-made service, tailored to the needs of each customer, from the bar to the starred restaurant, from the school canteen

to the retail shop". A winning modus operandi that has allowed the turnover of the Horeca channel to increase from 4-5 million euro in 2010 to 20 million in 2023. "Knowing our customers is our strength. We work as partners because we know that a chef has different needs than a mass catering buyer, just as a brand buyer has different needs than a retailer".

The wide assortment includes over 1,000 active fruit and vegetable codes, with a strong focus on seasonal products to enhance biodiversity and Italian excellence, making Fumagalli Danilo stand out. "We favour direct procurement from local

Fumagalli Danilo's is an Italian story that has its roots in the 1930s, when Mario Fumagalli from Triuggio procured vegetables and fruit to sell in the courtyards of Brianza. In the 1960s, Mario built the first logistics platform for the wholesale trade and was joined by his son Danilo, who later took over the company. In the 1980s, as supermarkets and department stores took over Italian shopping habits, Fumagalli Danilo focused its core business on large-scale distribution. The company's debut in the catering sector dates back to the 1990s, while in the 2000s the service was extended to include commercial catering. The entry into the company of the first of Danilo's three daughters, Erika, fresh from her studies and experience in various multinational companies, marks a further evolution of the company: automated order flows are introduced and integrated into the management system, a dedicated app for orders and an e-commerce - Fumagalli



Company stand at Tuttofood



The headquarters of Fumagalli Danilo

producers and agricultural consortia and have an in-house IV gamma laboratory for specific and customised cuts of ready-to-eat fruit and vegetables. By providing pre-cut and sanitized products, kitchens can save time and resources, minimize waste, and optimize costs, thus significantly improving efficiency. We also count on an in-house department for the packaging of retail products”.

The 6,000 square metre refrigerated platform is another strength of the company, which can handle large volumes at controlled temperatures. The number of daily orders - more than 550 - is really significant: around 12 million kilos of fruit and vegetables are handled each

The hallmark of the service is its tailor-made approach, catering to the specific needs of each customer. This successful method has boosted the turnover of the Horeca channel from 4-5 million euros in 2010 to 20 million in 2023.

year. In addition, the cold chain is never interrupted thanks to the fleet of refrigerated delivery vehicles. In terms of sustainability, Fumagalli Danilo has always had very clear ideas: in addition to the photovoltaic system, which guarantees energy autonomy, and the use of biodegradable and compostable packaging, the company is a partner of Too Good To Go in the fight against food

waste and of Freedom in the fight against climate change. Erika Fumagalli concludes: “While our company has already won the trust of important customers in Europe and Hong Kong, for the near future we aim to expand European exports with dedicated campaigns starting in September. Our mission is to further expand in Europe, to export the high quality of Italian fruit and vegetable excellence”.

DEEPLY SUSTAINABLE

Fumagalli Danilo sources directly in the Italian countryside from local producers and agricultural consortia, favouring zero-kilometre suppliers. It is also committed to supporting young people and realities capable of guaranteeing an all-round sustainable practice, favouring high quality products certified Igp, Dop, Pat and Bio.



ALWAYS LOOK BEYOND AND NEVER SET LIMITS

The Pinacoteca di Brera's agreement with the Municipality of Arcore is one of the elements to bring more attractiveness in terms of tourism and knowledge of its extraordinary artistic and industrial heritage



Municipality of Arcore

Arcore is a city in Lombardy, in the province of Monza and Brianza, with just under eighteen thousand inhabitants. The most characteristic aspect of historical-architectural interest is the presence, at a short distance from each other, of old historical residences, among which the following stand out: Villa Borromeo d'Adda in a centuries-old park, Villa Cazzola, Villa Ravizza and the former Villa Giulini-Casati-Stampa, now Villa San Martino.

The desire for open spaces and contact with nature. About less hectic places that have a story to tell and an excellent quality of life. Arcore responds with a sometimes unprecedented richness to the need to 'feel good'. Firstly, because it can be reached very easily: "A value point of Arcore is the railway station a stone's throw from the centre and a road network that allows easy connections to major cities and lakes. It is a place to rest your mind, far from the hustle and bustle: we combine a strategic geographic location with the tranquillity of a small town surrounded by plenty of green areas. One of the symbolic places is Villa Borromeo d'Adda, built in the second half of the 18th century and recently restored. It has a luxuriant secular park of about 8 hectares where one can regenerate immersed in nature", explain mayor Maurizio Bono and councillor Nicolò Malacrida, who are responsible for events and commerce. It is precisely Villa Borromeo that is at the centre of a historical and cultural enhancement agreement and the production of shared events with the Pinacoteca di Brera, one of Italy's and



Maurizio Bono, mayor of Arcore

the world's leading museums. "Villa Borromeo, due to its central location, aims to be a cultural and inclusive gathering place for the entire community, and beyond. The aim is to bring a small Brera to our city with a view to increasing the attractiveness of the area".

An idea of a city that is based on the concept of 'good living', away from urban alienation and the cramped spaces of metropolis housing estates, and increasingly revitalising the human dimension.

"Ours is a community and participative challenge involving support for the individual: for example, a project has started to address the needs of new or future parents. Arcore is a peaceful place with a high quality of life, efficient transportation, and strong social control. It is a city that is culturally alive, with an important artistic and industrial heritage to which we wish to devote the utmost attention," they comment. 'This is the beauty of Arcore, increasingly appreciated by those who choose it to live in or to visit: we are only 10 minutes from Monza, 20 minutes from Lecco, Milan and Bergamo, ours is a city 'connected' to the social and territorial networks that animate it. The goal is to regenerate and strengthen our



Villa Borromeo d'Adda



Villa Borromeo d'Adda, interior

roots in the community with projects and activities capable of stimulating wider participation: among other things, we organise the Youth Festival, the Street Festival, and we have entered into cultural partnerships such as the one with the Brera Art Gallery to bring even more people to Arcore. This is our mission: to create opportunities for socialising in order to highlight a lively city and to be a kind of driving force for neighbourhood commerce and the many entrepreneurial skills, both present and past".

A project that knows no bounds and looks towards an avant-garde museum dedicated to Gilera motorbikes thanks to the recovery of a historic hangar to give new lustre to a brand that has made the history of our territory. There is no shortage of ideas, adds mayor Bono: "These are all actions that illuminate our city and show all the richness it contains. We have an ambitious project in the pipeline with regard to soft mobility, namely a supra-municipal cycle-pedestrian network with protected routes connecting different municipalities.

With this new project, Arcore, already a hub for the many commuters who use its railway station, stands as the centre of a new urban mobile network equipped with a fleet of e-bikes and recharging points. Involving people is a daily commitment and achievement, to look to the future

A place to live in serenity, a high quality of life and social control, efficient means of transport: Arcore is a culturally vibrant city with an important artistic and industrial heritage

together and take a step forward'. "In full historical and cultural recognition", hopes councillor Malacrida, "our ambition is to become an exhibition centre of excellence and a hub for cultural projects to revitalise our artistic and industrial heritage in partnership with national and international cultural institutions, both commercially and managerially".



Villa Borromeo d'Adda, view of the park



Andrea Magnone, plant manager of Borgwarner Morse Systems Italy

TEAMWORK AND SAFETY FOR HIGH-PERFORMANCE ENGINES

In Arcore, the BorgWarner plant employs over 400 people and has been led by Andrea Magnone for the past year

Successful participation in team sports can make all the difference when you are called upon to lead a 400-strong company that is part of a complex, multinational group. This is what engineer Andrea Magnone,

who in July 2023 became Ceo of BorgWarner's Arcore-based production site and strategic centre, experienced in the field. The American automotive components giant is convinced that the internal combustion engine still represents the

solidity of an evolving market and, at the same time, is focusing on the development and production of components for electric cars. Arcore is home to the technical centre of the 'Morse Systems' division, where chain



The Arcore headquarters



The management team

Safety is an imperative, a factor of civilisation and a guarantee of quality. And training plays a decisive factor

Magnone emphasises, “is to continue to nurture the positive condition we are experiencing, but of course the imperative for our Group is flexibility, which cannot be separated from looking with commitment and interest at developments for electric cars”. Nevertheless, the market trend and some reflections maturing in Europe suggest a slowdown towards electric mobility. “Hence the importance of maintaining and strengthening our production facility, which is a benchmark for the Eu market. You cannot go back and change the past, but you can start from where you are and change the ending”, the manager concludes. A call to constant leadership with an eye to the future, aware that any problems or mistakes should not be a brake or a reason for inactivity.

distribution systems are designed and developed and then manufactured in the production area. Investments continue to be made in production processes, to manufacture products using the best technologies on the market. The system includes plastic parts and turnbuckles with pistons that tension the chain and keep it efficient despite wear. Between 60-70% of new vehicles are so equipped and, thus, avoid the costly transmission belt change required on some cars.

Ceo Magnone emphasises, “My motto is teamwork, because it is teamwork and the determination to pursue a result that leads to the finish line. Without counting the positive environment that teamwork generates, each one participating in his or her own role”.

Further reinforcing this concept is the further claim of the Ceo and the company: ‘Never give up’, with plenty of muscles in evidence. In short, a team spirit, on which Magnone has focused and which is already yielding positive results one year after his appointment, due to the sense of belonging that he has developed and the release of

further individual energies on the part of those who see themselves enhanced in their task.

Among the 400 employees of Bw in Arcore, there are almost 300 direct workers and the remaining workforce is distributed between clerks and engineers. The company places great emphasis on safety at work. “It is essential that a solid awareness matures in the business world that a valid prevention policy does not penalise the company on the market, on the contrary, it can be a decisive element of success”, emphasises the manager. “Safety is an imperative, a factor of civilisation and a guarantee of quality.

The commitment involves everyone: companies, trade unions, control agencies, every single worker. Training plays a decisive factor and, for our part, this year we also organised an event with Anmil precisely to share real experiences of workplace accidents with them”.

The vision of the future that is conveyed by top management is certainly positive. “The operational objective for the near future”,



Example of a distribution system produced by the company



Stefano Zecchinato, general manager of Rollon

INTERNATIONAL GROUP AND TERRITORY: VALUE RELATIONSHIP

Rollon, since 2018 a part of the American, The Timken Company, has invested 15 million in the Brianza plants and significant resources in social work

In Lombardy, Rollon is present with factories in Arcore, Vimercate and Agrate and Concorezzo, in which it has invested around 15 million euros over the past two years to optimise production processes

A company has established a positive relationship with the local community, where most of its 600 employees reside. Over the past five years, the company has experienced almost a 50% growth. It has also made significant investments in local associations, supporting projects that benefit the entire community. These projects include the construction of an inclusive playground in Arcore, the provision of a fully equipped ambulance for Vimercate, and the installation of a roof on a basketball court in Vimercate to make it usable year-round. Additionally,

the company has contributed to the construction of a greenhouse for a social garden and the soundproofing of the Oreno Theatre to enhance its functionality. The expenditure ranges from 50,000 to 150,000 euros per year. In Brianza, Rollon is synonymous with a highly specialised production reality - its linear movement systems are tested to last at least 30 years - that has been able to profitably combine two strategic dimensions for a company: growing to become part of a multinational company in order to have sufficient critical mass to compete - the company currently

has a turnover of 150 million - and remaining firmly anchored to the territory, giving back wealth with respect to the value it manages to create also thanks to that context.

“As I have said on several occasions, we are proof that being part of international groups does not necessarily mean aiming exclusively at profit, heedless of the social context in which one operates”, emphasises Stefano Zecchinato, the director of the Italian production sites of Rollon, which has been part of the US multinational The Timken Company for six years. The multinational company, through The Timken Foundation, has been funding projects in Italy for the past three years. The company has been increasing its financial support due to the positive impact these projects have had on the community. A dialogue with institutions and associations that, by the way, the manager has always pursued throughout his career and in different places, finding positive feedback everywhere.

“The underlying principle”, adds the director, “is that employees should not be thought of, and feel themselves to be, disconnected from the environment they come from once they join the company. The goal, however, is for employees to feel, and even better, to see that the company they work for cares about their lives outside of work and collaborates with the community to help solve some of the problems”.



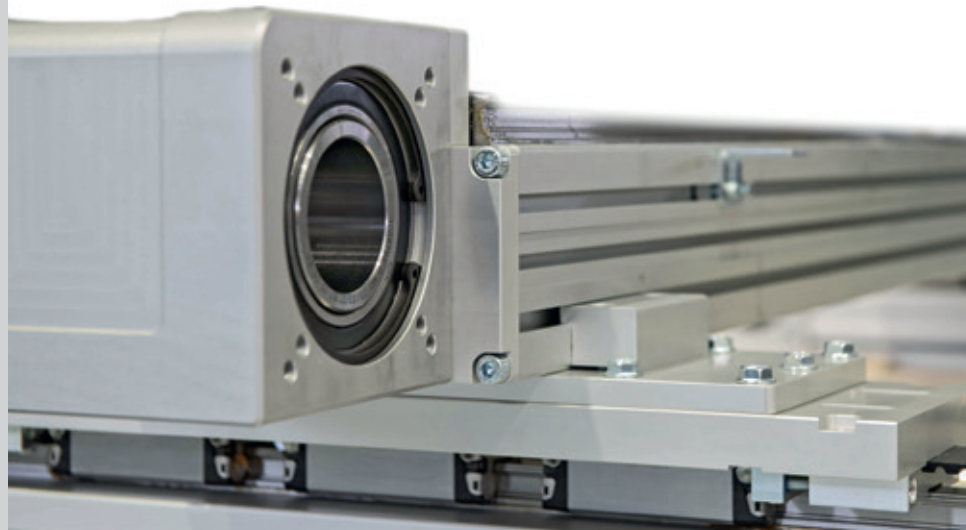
In Lombardy, Rollon is present with plants in Arcore, Vimercate and Agrate and Concorezzo, in which it has invested around 15 million euros over the past two years to optimise production processes - the core business for an engineering manufacturer - and to further expand its ability to respond to the specific needs of its customers.

“Ours is a customised production in the sense that, given the problem, we design the most suitable solution together with the customer”, explains Zecchinato. “Our company policy, therefore, is not to reduce costs regardless, because that is a logic that does not pay off”.

Rollon, set to celebrate 50 years of uninterrupted activity in Brianza in 2025, specializes in developing linear motion systems. Since 2018, Rollon has been part of the American group The Timken Company, representing the linear motion unit within the Industrial Motion division. Rollon solutions are adopted globally in industrial automation, aerospace, medical equipment, material handling and other sectors where product performance, efficiency and reliability are essential. By virtue of the acquisitions made, Rollon is now able to offer an even more comprehensive product range: from linear components, actuators and systems to ball screws and rod ends.

NEW EXPANSIONS

On 25 June, Rollon officially inaugurated its new plant in Suzhou, China. The new facility spans over 5,000 square meters, featuring a modern office space of around 250 square meters and a production area of over 4,900 square meters. The set-up was designed to improve operational efficiency and support the company’s growth ambitions in the region: for customers, the new facility means better service and more efficient delivery times.





Increa Park

FOCUS ON SERVICES AND ENHANCING EXCELLENCE

The Municipality of Brugherio with the new Pgt pushes for synergy between cultural, associative and sporting realities, through an eco-sustainable development of the city



Municipality of Brugherio

The official foundation of the municipality dates back to 1 January 1867 and a century later, exactly on 27 January 1967, Brugherio acquired the title of 'City'. Today, it has around 35,500 residents and is the southernmost city in the province of Monza and Brianza, at the same time the closest to Milan. Among the places of interest are the typical Brugherese farmsteads, now renovated and equipped with every comfort. The Cascina Occhiate farmstead, of medieval origin, competes with the Sant'Ambrogio farmstead for the title of the oldest in the area; its water-powered grain mill is still operational. In the area, an integral part of the local architectural and religious heritage, there are also several votive pillars and aedicules, which had become widespread in the Milanese area since 1576.

The name Brugherio derives from 'brugo', a bushy shrub that grows east of the Lambro river, where in Roman times there were records of a convent and then a religious order around the church of San Bartolomeo. The municipality was officially founded in 1867, by Royal Decree of Vittorio Emanuele II, and is an aggregate of several villages, between Milan and Monza. "Inevitably, Brugherio's vocation goes beyond the municipal



Roberto Assi, mayor of Brugherio

boundaries", explains mayor Roberto Assi. "The territory itself is a land of passage, a hinge between Monza and Milan, logistically strategic thanks to its connections with the Tangenziale Est, the A4 and the Milanese Metro, and the proximity of the two airports of Linate and Orio al Serio". An opportunity and at the same time a challenge that the administration elected in 2023 intends to take up. "I like to think of us administrators as those who

can contribute to the redevelopment of an area with great potential”, he continues, “With the next Pgt we are putting in place a series of projects whose fruit we want to see immediately. Brugherio aims to encourage participation from individuals and businesses that contribute to economic, professional, social, and cultural progress through three themes: city of music, city of flight, and city of water. We welcome participation from those involved in commerce, handicrafts, small and medium-sized industries, and accommodation services”.

In Brugherio, the prestigious Luigi Piseri music school already plays an important role. It was here two hundred and forty years ago that the visionary Count Paolo Andreani realised Italy’s first balloon flight, initiating a series of related activities, such as the establishment of companies for aerospace supplies. A city of water, because Brugherio was born on a dense network of canals that are to be restored, at least in part. Two other important aspects of the local community are the strong tradition of associationism, which has always been active in providing training and services, and the Edilnord complex. This complex, created in the late 1960s by Silvio Berlusconi, is now home to around 10% of the city’s population and served as a model for the construction of futuristic neighbourhoods such as Milan 2 at the time. Also playing an important role are the civic library, in the historic Villa Ghirlanda Silva, and the St. Joseph film theatre with the Robert Bresson club. “In the new Pgt there will be a study on connecting routes, such as the metrotranvia, which should connect Milan’s MM2 with the Vimeratese area, or the new road routes. The latter will tend to depopulate the provincial road in order to extend the city centre”. Kindergartens, schools, sports facilities, healthcare, cycle paths, connections especially with Milan, these are the



Villa Sormani

priorities of the administration. “In the last 20 years, the city has seen a strong development of sports clubs”, Roberto Assi continues, “also in terms of competitive results: Brugherio boasts a premier league volleyball team, a breeding ground for future champions, to which we would like to give a suitable hall. In addition, in 2026, the Italian cyclocross championships will be held in the Increa park, under the direction of the Lega Ciclistica Brugherio 2. The Parco Est delle Cave and the Parco della Media Valle del Lambro constitute the supra-municipal green lungs that with the forthcoming Pgt the administration wants to connect to the city’s road and urban grid. Local companies can also play a leading role. “In Brugherio, we welcome several excellent realities that I wanted to bring together so they could collaborate and form a web of connections beyond municipal projects. The initiative has already borne fruit and we intend to involve companies in the growth we envision for Brugherio”.



Villa Fiorita

Altanus
SINCE 1914
GENÈVE

altanus.com





Communication project designed by Sergio Famulari

ENCLOSED BETWEEN SEA AND MOUNTAINS, A LAND RICH OF CONTRASTS AND TREASURES

Enveloped in a timeless charm, Liguria should be discovered step by step, savouring the Riviera, the enchanting villages, the beaches, the hinterland, the towns with a seafaring soul and the typical dishes of its renowned culinary tradition

Looking at it from the map, it appears long, narrow, arched and enclosed between the blue of the sea and the green of its mountains. Liguria is a palette of strong colours mingling in sharp contrasts and picturesque views: washed by the sea and protected by mountains, the region is squeezed to the north by the Apennines and to the south forms a wide gulf on the Ligurian Sea. Predominantly mountainous, it is from Liguria that the Alps and Apennines begin and meet. Arranged like an amphitheatre on the Gulf of Genoa, different



LIGURIA

souls coexist within it, with a Liguria of the sea and ports, one of the cities, then a Liguria of the Eastern and Western Rivas and a lesser-known one linked to the splendid scenery of the hinterland with its villages, forests and valleys. Liguria's is a beauty rich in contrasts that captivates visitors from all over the world. With an ancient tradition of tourism, its scenic landscapes have inspired the words of authors of the calibre of Byron, Pound, Dickens, Conrad, Shelley, Hemingway and Montale, who was born in Liguria. Although the land has a steep morphology and is geologically complex and strenuous, with climbs and steep descents, Liguria enters your heart to such an extent that you never forget it when you leave it, as is well described in the song 'Ma se ghe penso', which tells of the great homesickness felt by a Genoese man who emigrated to Latin America. Liguria is rich in treasures waiting to be discovered, among which Genoa certainly stands out, the capital known for the maze of caruggi in its charming historic centre and its port, one of the most important in the Mediterranean. The Ligurian Riviera, which is mirrored in the Ligurian Sea and crosses the region's four provinces, is another pearl: that of La Spezia, known for the

picturesque Gulf of Poets and the marvellous Cinque Terre; the metropolitan city of Genoa, with its renowned resorts such as Portofino; the province of Savona, which is home to the Riviera delle Palme; and the province of Imperia, cradle of the Riviera dei Fiori. The Ligurian coast is divided between the Riviera di Levante, to the east, and the Riviera Ponente, to the west, which frame splendid seaside villages, attractive poles of tourism with their beaches, coves and breathtaking views to be contemplated while enjoying a slice of focaccia. Equally characteristic is the Ligurian hinterland, characterised by its countless valleys, where one can immerse oneself in views tinged with green and sometimes also in panoramas overlooking the coast, coloured by the shades of the sea. Enclosed in this treasure chest of beauty are wonderful natural parks, such as Beigua, Antola and Cinque Terre, and villages enveloped in timeless charm. As well as its scenic beauty, the region is renowned for its priceless artistic and cultural heritage and exceptional culinary tradition. Tradition in which the flavours of the sea meet those of the land in a cuisine that is as varied as it is tasty.

- Virginia Grozio -



giorgio mussini



SINCE 1949 IN PORTOFINO

PIONEERING THE BLUE ECONOMY IN ITALY

Italian Blue Growth focuses on sustainability, innovation and collaboration.
Cristiana Pagni: “We emphasise the preservation of the sea as a major resource”



Cristiana Pagni, president of Italian Blue Growth

Italian Blue Growth is a company based in La Spezia, leading in Italy in the development of the Blue Economy, and with the specific mission of providing support to companies and public administrations. For this reality, the blue economy represents an evolution of the green economy: while the latter aims to reduce polluting emissions, the blue economy aims to zero emissions harmful to the planet through a more efficient use of resources.

“The blue economy is growing at a faster pace than the national economy, representing a significant slice of Italy’s Gdp, which can and must grow further”, explains Cristiana Pagni, the company’s president. “I firmly believe”, he adds, “that we must respond to this challenge by emphasising the preservation of the sea as the main asset for good growth, focusing on strengthening research and innovation”, echoing the phrase of Virginijus Sinkevicius, Eu Commissioner for the Environment, Maritime Affairs and Fisheries, “To be green, think blue”. It is not just words.

As evidence of Italian Blue Growth’s commitment to sustainability, it is noteworthy that the company is the first Italian events sector organisation to have

initiated a sustainability process. This was made possible by public notice no. 2 of 25 May 2023, concerning the Mitur sustainable tourism fund, which provides a framework for implementing actions to obtain sustainability certification. In addition, the company has also started procedures for the certification of the social balance sheet, organises events in ‘restricted’ areas respecting them, and constantly focuses on young people, who are considered the real resources of the future. The company’s most significant and successful project to date is undoubtedly ‘Seafuture’, a marine

One of the most notable and successful initiatives of Italian Blue Growth is the ‘Seafuture’ event, a marine technology business convention that will reach its 9th edition in 2025 (La Spezia, 29 September 2 October)

technology business convention that will reach its 9th edition in 2025. The event will bring together 310 companies from across the globe, 72 foreign delegations, 20,000 participants, and approximately 3,000 B2B meetings. It is a unique event in the Mediterranean and will be held at a naval base in La Spezia. The base will serve as a hub for the blue economy, showcasing industrial excellence, competitiveness, sustainability, and innovation. “With Seafuture”, concludes Cristiana Pagni, “we intend to make an important contribution by creating a meeting point for companies and enterprises to understand how, through industry, research, institutions, environmental associations and the armed forces, primarily the Navy, to create a network. What I think our country has lacked and is missing. Working as a system, to be competitive and to grow”.



INNOVATION AND TRAINING: COMPETITIVENESS AT REGIONAL LEVEL

The challenge of the future for the Ligurian Marine Technology District: creating partnerships between large companies and Smes

The challenge is to be a virtuous example of synergy between research, industry, and training, projecting Liguria into the future of the blue economy: set up in 2009, the Ligurian Marine Technology District (Dlrm) wants to give itself, as a further mission, that of “getting small companies to move beyond the role of sub-suppliers and achieve full collaboration, a true partnership with large companies”, explains Lorenzo Forcieri, the district’s president. The Dlrm represents a hub of excellence in the Italian

industrial and technological landscape, with a significant impact on the region’s economy and innovation: “It is distinguished by the presence within it of Mmi, representing the Ministry of Defence, as well as Mise and Mur, and by its ability to integrate scientific research and industrial applications, fostering collaboration between the academic and business worlds”, adds Giovanni Caprino, director of the consortium. The objectives include accelerating technological innovation, with a particular focus on areas such as



Lorenzo Forcieri, president of the Ligurian Marine Technology District

shipbuilding, underwater robotics, marine renewable energies and maritime safety. The Dlrm also collaborates with Ligurian universities and training institutions with the constant support of the Liguria Region to prepare a new generation of engineers, researchers and specialised technicians. “Ours is a commitment that involves a continuous search for activities and initiatives to support the innovation process of SMEs in order to increase their competitiveness in the markets”, Forcieri concludes.

WITH THE NEW WATERFRONT MORE SERVICES FOR LIGHT BOATING

The Castelluccio marina is ready for a makeover with an extraordinary extension and redevelopment project

The marina in Pegli will soon be a splendid reality on the Genoese coast. Work will begin at the end of October 2024 on the ambitious waterfront redevelopment project proposed more than 20 years ago by Bagni di Castelluccio Spa, which has owned the local Marina del Castelluccio since the 1990s. “It has been a very complex process, but we are proud to have reached this important goal”, says lawyer Marco Fontana, chairman of the board of directors of the company, “in the name of Bruno Reali, the visionary creator of Castelluccio Marina, who first promoted this extraordinary work, which is now being carried out by his daughter Elisa Reali, director of Bagni di Castelluccio Spa.

The new marina will extend from the Castelluccio rock to the Risveglio promontory, with a 40-metre pier, 647 berths for boats up to 15 metres and 250 parking spaces, a promenade and a driveway.



Project rendering

A new swimming pool, a small spa and two new restaurants will be built in the bathing resort. The Rocca del Castelluccio, a listed property owned by the company, will also be completely renovated. During the works there will be no interruption to yacht or restaurant services. “This is an entirely private investment of more than 22 million euros, but it will have a great social impact”, stresses Dr Gianpiero Colla, the company’s financial expert. “Two thirds of the investment will be used to carry out public works that will contribute to the enhancement of the area’s heritage”.

A SEA OF OPPORTUNITIES FOR THE AREA

One of the most beautiful villages in Italy, Celle Ligure is enhanced by the Cala Cravieu marina, a landmark for the area, and involved in many initiatives

A seaside village nestled in the province of Savona, Celle Ligure offers beauty at every turn between its crystal-clear water, beautiful beaches and picturesque old town. The marina of Cala Cravieu is another unique feature of the municipality that proudly holds the Blue Flag. It was created by a 79-member cooperative and serves not only as a landing place but also hosts important initiatives for the area. These include 'Un mare di lavoro' (A Sea of Work), an event created in 2016 with the aim of bringing young people closer to job opportunities in the maritime sector. The event, which staged its sixth edition last 19 April, is organised in cooperation with the Celle Ligure municipality, the Liguria Regional School Office, the Italian Merchant Marine Academy Foundation, the Italian Harbour Office Coast Guard, the Guardia di Finanza (Roan) Aeronaval Operations Department, the Carabinieri Diving Centre of Genoa, the Carmelo Noli tugboat company of Savona, and the Compagnia Unica Lavoratori Portuali (Savona).

Among the area's prominent initiatives is 'Un mare di lavoro', an event created in 2016 with the goal of bringing young people to job opportunities in the maritime sector



Cala Cravieu

"Over a period of six years, we have guided more than 1,000 students from the fourth and fifth classes of Ligurian nautical, tourist, and hotel institutes", says Massimo Barindelli, president of the Cala Cravieu Cooperative.

"This project represents the attention of our tourist port to the territory and its people, especially young people, creating concrete prospects for their future.

In 2024, more than 160 students were involved in 'Un mare di lavoro' and the feedback was so positive that the desire emerged to extend the 2025 edition to

two days. This event is one of the many pieces of Cala Cravieu's activity, which also hosts recreational events and is committed to safety and prevention at sea: one example, implemented in cooperation with the Harbour Master's Office and the Roan, is the Blue Seal, an instrumental and documentary check of vessels.

In addition, the landing place is open all year round and for the near future there is a desire to respond to the needs of deseasonalised tourism, in synergy also with the accommodation facilities in the area.



The 'Un Mare di Lavoro' 2024 event team

BETWEEN COAST AND HINTERLAND A HERITAGE TO BE EXPLOITED ALL YEAR ROUND

The Portofino Coast, a qualified tourist offer that knows how to promote the area's outstanding features

Working on a qualified, systemic and organised tourist promotion of the outstanding features of the eastern Ligurian



Portofino

© PORTOFINOCAST

coast, but also of the villages and natural beauty of its hinterland, is the mission of Portofino Coast. A consortium established in 1987 that counts among its members some 60 selected hotels, restaurants, tourist service operators and the 10 municipalities of the Riviera: Recco, Camogli, Portofino, Santa Margherita Ligure, Rapallo, Zoagli, Chiavari, Lavagna, Sestri Levante and Moneglia. Since 1994, the operational arm of the consortium has been the Portofino Coast Incoming agency, made up of a team of experienced tourism professionals, which translates the destination's tourism needs into work for the entire territory, with customised services; from experiences to

hotel bookings, visits and excursions, and the organisation of conferences and events, to name a few. Central to the consortium's objective is the valorisation and promotion of the Portofino coast's natural, artistic and enogastronomic resources, also with a view to a slow and deseasonalised tourism. "Our commitment", says Alessandro Sauda, president of Portofino Coast, "is to create a district tourism system, focusing on a network between the public and private sectors, involving coastal and inland excellence to attract major events even during the low season". "This would allow our area" he concludes, "to truly live off tourism all year round".

FROM THE SEA AND LAND TO THE PLATE

Fragrances and flavours of the Ligurian coast: the landmark of Portofino, **ö Magazin** now also opens in Rapallo

A search for innovation, a focus on the flagship menu, thirty years of experience: these are the ingredients that have made the **ö Magazin** restaurant one of the best-loved on the Ligurian coast. This is complemented by an increasing emphasis on furnishings to align with current trends. Founded in 1991 in Portofino thanks to Emilia Mussini, later joined by her sister Simona, **ö Magazin** immediately became a point of reference in the area; the restaurant's spearhead has always been pasta, such as spaghetti totanetti or spaghettiMagazín, traditional dishes that acquire the character of innovation thanks to the desire to satisfy the most demanding palates.

As an added bonus, you can end your meal with a dessert straight from the ice-cream bar that the owners have decided to open next



ö Magazin, Portofino

The flagship is the pasta, like spaghetti totanetti or spaghettiMagazín

to the restaurant. "Simona and Emilia, my aunt and mother respectively, have invested more than thirty years of their lives in the restaurant: this has allowed us to grow consciously", says Antonio Bertullo, the restaurant's manager. "We are also about to open in Rapallo: we want to become a point of reference there too, continuing to work with great attention to innovation". And let's not forget Osteria **ö Magazin** in Santa Margherita Ligure where, in addition to **ö Magazin's** signature dishes, a menu of typical Genoese cuisine (ravioli col tocco, pansoti in walnut sauce, etc.) is offered. All fresh pasta is strictly home-made.

A PRECIOUS JEWEL SHINING ON THE BEAUTIFUL BLUE SEA

Landing at the Hotel Cenobio dei Dogi means experiencing a fabulous stay amidst stupendous views and absolute relaxation, savouring the beauty of Liguria



Nestled between the green of the Mediterranean vegetation and the blue of the Ligurian Sea, the Hotel Cenobio dei Dogi reflects all its splendour on the Golfo Paradiso, offering its guests not only views that fill the soul, but also comfort, relaxation and an atmosphere that enchants. Imposing and elegant, the four-star hotel rises above Camogli, welcoming the many tourists who come year-round to the charming seaside village on the Riviera Ligure di Levante, attracted by its colourful landscape, pastel-coloured houses and picturesque harbour. Opened in 1956, the hotel is located in the heart of the small fishing village, on Via

Opened in 1956, the Hotel Cenobio dei Dogi is located in the heart of Camogli: its central position combined with its capacity makes it a point of reference for an international clientele

Nicolò Cuneo: its central location combined with its capacity makes the Hotel Cenobio dei Dogi a landmark in Camogli, attracting an international clientele. "Our strengths are definitely the view and the atmosphere of absolute peace," explains Chiara Bonomini, deputy manager of the

hotel, "to which we add the numerous services we offer. Our guests will find a private car park at the hotel, which, together with its central location, makes it easy to travel around Liguria, even without a car, as the station is just a stone's throw from the hotel. In addition, you can discover the wonderful surroundings, trying your hand at trekking in the Portofino Park and boat trips".

In addition to the refined ambience and 97 rooms of refined elegance, the hotel is made even more exclusive by the presence of a terrace overlooking the sea, a saltwater swimming pool, heated even in winter, and a private beach. The location, with its spacious and bright spaces, is a perfect setting to host any type of event, from weddings to congresses, and even recurring events such as the Camogli Festival of Communication. What makes this corner of paradise more unique are its panoramic restaurants: 'Il Doge', is open all year round, and 'La Playa' and 'La terrazza Giulia', operate from June to September. The hotel also features a small beauty centre, additional services and activities such as yoga, pilates and diving.



PARADISE SUSPENDED OVER THE SEA WHERE YOU CAN ALWAYS FEEL AT HOME

Agriturismo Olivenero invites guests to experience a magical atmosphere in an 18th-century villa with a garden, local agricultural production, and traditional cuisine

A breathtaking view of the fabulous Golfo Paradiso, a warm family welcome and an atmosphere of absolute tranquillity. This and much more can be found at Agriturismo Olivenero, a paradise on earth set in the beautiful scenery of the Riviera di Levante, where you can recharge your batteries while enjoying the beauty of Liguria.

The property, managed by the Roncan family, is situated on the elevated grounds of Lavagna, in the village of Santa Giulia, within an 18th-century villa surrounded by a stunning large garden, complemented by an infinity pool and outdoor whirlpool. Built by the aristocratic Giustiniani family as a summer holiday home, the residence was totally renovated in 2018, preserving its original architecture and retro Genoese-style décor with wooden furniture and handicrafts. Its beautiful area houses 10 rooms that welcome guests with a sea view and all the comforts.

In addition to hospitality, the Roncan family carries on farming activities in the green areas around the villa, tending the vegetable gardens, olive and fruit trees. Much of the produce is brought to the table, offering guests zero-mile cuisine. Guests can enjoy breakfast with delicious jams, light



lunches, and tasting dinners (set menu) to delight their palate with the goodness of Ligurian cuisine.

"In everything we do, we strive to make our guests feel at ease, as if they were at home", explains Michele, the manager, who runs the agriturismo together with his family and with the support of ten staff.

"We want to offer an experience that is as authentic as possible, and our aim

is accomplished when people no longer want to leave, a sign that they have felt welcomed with care and attention".

Agriturismo Olivenero can also become a stage for ceremonies and events.

The villa is available for rent, and private parties, birthdays, and weddings can be organized in collaboration with catering services. The location offers a unique view from Portofino to Sestri Levante.

Much of the Roncan family's production offers zero-mile cuisine: breakfast with delicious jams, light lunches, tasting dinners (set menu)



SCENIC VIEWS, EXCLUSIVE HOSPITALITY AND TOP-CLASS CUISINE

In the heart of Rapallo, Hotel Rosabianca stands as a piece of paradise. Elegance, hospitality, comfort and cuisine come together in the splendid hotel, the oldest in the Ligurian fishing village

Set in the picturesque Riviera Ligure di Levante, Hotel Rosabianca is reflected in the Tigullio Gulf, providing guests with a stunning panoramic view. Strolling along Rapallo's seafront, you come across this splendid location, overlooking the harbour, which boasts a long history: the city's very first accommodation facility, it was established at the beginning of the 20th century and has not ceased to be a landmark in the picturesque Ligurian village ever since.

In 2022, the four-star hotel was taken over by the company Perla Marina and became part of the Consorzio Portofino Coast. "We carried out a renovation", explains

company representative and lawyer, Vincenzo Maruccio, "and we worked on a new market positioning for both the hotel and the structure's restaurant, 'Il Salotto', bringing in chef Andy Luotto, nationally known and a star on the television scene. The restaurant is open from breakfast to dinner and offers an international menu, at the same time emphasising local zero-kilometre products. The venue also offers excellent cocktails and a pleasant after-dinner drink accompanied by live music. During the year we also organise dinner shows and cultural events". Staying at Hotel Rosabianca means enjoying a variety of services and activities offered by affiliated facilities, such as

boat trips, excursions, cultural visits, food and wine tours, and sports. Enveloped in a unique charm, the hotel is cared for in every detail: the spaces are refined and count with 14 bright, modernly furnished rooms, equipped with every comfort and a spectacular view of the Promontorio di Portofino.

"Next year we are planning a further modernisation of the facility", concludes Vincenzo Maruccio, "with the construction of a terrace enhanced by a swimming pool and a lounge bar. In addition, we aim to turn the hotel into a boutique hotel, upgrading it from the current four stars to five".

Winning new market positioning for both the hotel and its restaurant, 'Il Salotto', which features nationally renowned chef and TV star Andy Luotto in the kitchen



Andy Luotto, chef at 'Il Salotto di Andy Luotto'



IMAGINE AN EVENING AT DINNER WITH A VIEW TO TAKE YOUR BREATH AWAY

At the Caligo restaurant a taste experience with an intriguing mix of authentic Mediterranean flavours

The fog that rises from the sea, an atmospheric phenomenon that occurs mainly in Liguria and creates a rarefied, almost surreal atmosphere, 'la caligo'. Caligo is one of the most beautiful restaurants in Rapallo, with a terrace overlooking the Gulf of Portofino and the city's medieval castle.

The restaurant is the jewel in the crown of Hotel Italia e Lido, one of the most popular historic hotels in the area, thanks to its unrivalled position overlooking the sea and the high quality of all its services. Caligo's cuisine, under the direction of Chef Daniele Marrocu for over ten years, has become a point of reference for combining the authentic flavours of tradition with fresh products

PH: STEFANO FERSTÄCH



of excellent quality, innovation with the most modern cooking techniques and an unflinching touch of creativity. A feast for the eyes and, above all, for the palate; from the simplest dishes that recall the identity of the territory, such as the delicious fried anchovies or the fragrant trofie with pesto, to the most unexpected combinations, such as the highly prized catch of the day with 'toccu genovese', a tasty overcooked meat sauce, or fresh tagliatelle with cereals and purple prawn tartare, or suckling pig with bacon and fruit chutney. All enhanced by the excellent wine list offered by maître Lorenzo Papini.

Only one worry for Chef Marrocu: the constant search for quality.

DISCOVERING THE WONDERS OF TRAVELLING BY SEA

The boats of the Tigullio Maritime Service Consortium have been serving the region for over 40 years: on board, you can admire the panorama of Liguria

The colours of the sea blend with Mediterranean vegetation and the charm of picturesque villages in a setting that looks like a painting and makes the Gulf of Tigullio a jewel of the Riviera Ligure di Levante. Climbing aboard the boats of

the Servizio Marittimo Tigullio (Tigullio Maritime Service), one can savour this beauty directly from the sea. The service operates within the splendid Gulf with lines touching Rapallo, Santa Margherita Ligure, Portofino and San Fruttuoso, and a year-

round service, except in the winter months. During the summer, Chiavari, Sestri Levante and Lavagna are also included, and there are direct lines to the Cinque Terre and Portovenere, in the province of La Spezia. A night service is also planned between July and August. Headquartered in Santa Margherita, the Tigullio Maritime Service Consortium has a fleet of nine medium-large vessels, which also host private parties, weddings and corporate events. "Ours has always been a race to keep up with the times", explains Bartolomeo Viacava, president of the Consortium, "with the boats constantly being modernised, and with an eye on sustainability as well. Over the years we have also renewed our routes to meet market demands".



Orion motorboat

LUXURY IN THE SERVICE OF WELL-BEING

Innovation is a must at the Excelsior Palace Portofino Coast in Rapallo, the only luxury on the eastern coast

The only five-star luxury hotel on the Portofino Coast. From the Spa to the gym, from yoga classes to aqua aerobics to the Beach Club, the services of the Excelsior Palace Portofino Coast are born with a single objective: "Guaranteeing the guest total relaxation", says Aldo Werdin, general manager and managing director of the facility.

Located in Rapallo, the hotel is seven kilometres from Portofino's main square, "a walk that many guests use for a jog or a healthy stroll before returning to the hotel for spa treatments". One of the Excelsior's most popular amenities is the Beach Club: a private access leads to a beach overlooking the sea, where work continues, by a famous architect, to expand the facilities of the two bars the hotel has: "We are constantly renovating without the customer noticing, but in such a way that they can enjoy a better and better service. Our clientele? We work with Americans, Swiss, Germans, British and Italians.

We want the customer to feel good, which is why we are always ready to invest in improving our services.



IN THE HEART OF SESTRI LEVANTE AN ENCHANTING LOCATION OVERLOOKING THE SEA

Hotel Vis à Vis: comfort and informal elegance that leave their mark

Overlooking the Portofino coastline with a spectacular view between the Baia del Silenzio and the Baia delle Favole, the four-star superior Hotel Vis à Vis is one of the most enchanting and comfortable locations in the centre of Sestri Levante and this autumn will celebrate its 60th anniversary. A history of great successes that



began in 1964 by founder Giacomo De Nicolai and continues with the third generation who, a child of its time, combines innovation, with a constant process of modernisation and improvement of services, with tradition in the sign of attention, care and availability to customers. The 42-room and suite property has been designed to resemble a luxury liner, from the designer furnishings to the colours and layout of the rooms, with the floors named Zeus and Juno decks. The Olimpo Restaurant, located on the top floor, is particularly striking, with a fully glazed room that opens onto a magnificent panorama of the bays. Its Mediterranean-inspired gourmet cuisine is highly acclaimed and, together with the Lounge Bar, is the glamorous landmark of the Riviera. A beauty centre, swimming pool, and a concierge service always ready to meet guests' requests complete the offer. "What distinguishes us most", says Nicolò Mori, one of the third generation of owners, "is that we continue the family tradition in an obviously contemporary way, following our grandfather's vision of always putting the guest first".

A STONE'S THROW FROM THE SEA, A STAY OF PURE RELAXATION

In the heart of the village of Moneglia, the Giada Residence offers an authentic experience of absolute peace and comfort

It is one of the most charming villages in Liguria, beloved for its crystal-clear sea and breathtakingly beautiful views. We are in Moneglia, jewel of the Riviera di Levante: for 25 years in the heart of the seaside town is the Giada Residence, a structure of holiday flats located in Piazza Tarchioni. The resort has some fifteen flats with everything needed for an independent holiday, including studios, one-, two- and three-room flats, and also has more spacious properties in the village centre. "In our facility we offer not only accommodation, but a global experience", explains facility owner Matteo Delbuono, "providing services in cooperation with local guides such as excursions, boat trips and vineyard experiences. The offer is customised according

to the needs of our guests, including, airport transfers. In addition to providing hospitality, we are involved in supporting the village's cultural activities such as the 'Tesori di Liguria - Moneglia classica' (Treasures of Liguria -

Moneglia Classics) festival, of which we are the main sponsor, and 'Doppio Giallo', dedicated to noir films. Furthermore, we are part of the Consortium of Moneglia Tourist Operators and support the local tourist association'.



A TRADITION OF CULINARY EXCELLENCE ON THE LIGURIAN RIVIERA

The Gian Maria Restaurant in Moneglia, between history and the freshness of its seafood dishes

The Gian Maria Restaurant, located in the historic centre of Moneglia on the Ligurian coast, is a charming place nestled in the beautiful Viale delle Palme. Founded in 1956 by the Maggi family, it began as a small trattoria run by their maternal grandmother. Over the years, the business has undergone a series of significant transformations, until it has become a logo renowned for the freshness of its products and the taste of its dishes enhanced by excellent preparations that make every visit a unique culinary experience. The restaurant sign, 'Gian Maria', is a tribute to Giancarlo Maggi, now the owner, and his mother, Maria. The family history is deeply rooted in the business, when

Giancarlo, his parents, two sisters, brothers-in-law and nephews worked together in the restaurant in the 1960s. Today, Giancarlo continues to run the business with the help of capable employees.

The Gian Maria Restaurant is known for its fish dishes such as the 'Spaghetti Brezza di Mare' and the 'Tavolozza dei Pescatori', an assortment of seafood starters. Specialities include sea bream, sea bass, turbot and fried fish from the catch of the day. Today, Ristorante Gian Maria continues to be a landmark for those visiting Moneglia, offering high quality cuisine and a warm welcome, the result of a family tradition that has been handed down for generations.





"Parasite"; photo Jo Yeo-jeong

GENOA, CITY OF CINEMA

In addition to 'rescuing' the city's historic cinemas through renovation and revitalisation, Alesbet (with its subsidiary Academy Two) is involved in the distribution of 'arthouse' films

In Genoa, Alesbet's founders' twenty-year passion for cinema is looking far into the future, becoming the starting point for expanding the city's cultural offer, recovering historic theatres with quality programming, promoting cinema under the stars and rehabilitating abandoned urban spaces to return them to public use.

The project was founded in 1998 as a cultural association, became Circuito Cinema Genova Srl in 2001 and, finally, Alesbet Srl since 2018, which maintains the Circuito logo in its cinemas.

"Over the past few years", explains president Alessandro Giacobbe, "we have been working to restore the historical halls in Genoa, which had been abandoned by the previous managers, through renovation and revitalisation. Since the end of the 1990s to date, we have renovated six cinemas: the America, the Ariston, the City, the Corallo, the Odeon, and the Sivori". The latter is the oldest cinema in Italy, the only one that has continued to show films on the big screen since 1896.

We wanted to characterise the programming and cultural offer of these cinemas by proposing to the public, above



PH: GRETA SORBINO

Alessandro Giacobbe, circuit president and Academy Two

all, the so-called 'arthouse cinema'. In addition to major interventions in the spaces, which have been made more comfortable and technologically up-to-date, we have enhanced collateral activities and events by hosting directors and protagonists of Italian cinema".

Audience retention resulted in more than 300,000 admissions to the theatres last

Audience retention resulted in over 300,000 admissions to the theatres in the last season

season, with an undoubtedly positive impact on the supply chain and the revitalisation of the city's historic centre.

"We currently have three open-air cinemas in Genoa, active from June to mid-September, set up in the Cortile Maggiore of the Palazzo Ducale and in the gardens of Sturla and Quinto, where deckchairs and headphones for optimal sound ensure maximum comfort. We won a tender from the City of Genoa to redevelop abandoned areas at the Sturla and Quinto Gardens. The cinema was the pretext for us to recover these spaces by the sea and return them to the citizenship. With our subsidiary Academy Two, on the other hand, we have distributed some 100 films in Italian cinemas since 2012, sometimes identifying titles that have become international successes, as in the case of the multi-award-winning 'Parasite'.



Fedra Bastianutti with Marco Moncalvo, head of the R&D Laboratory

Since 1976, natural vocation has been the driving force behind Helan's continuous research, which has always been a cornerstone of the company. Examples include natural ingredients, Italian-made packaging, and attention to the entire supply chain. The flagship of Italian natural cosmetics, was born 48 years ago in a small workshop in Genoa, before moving to its current location in Casella in 2016.

A pioneering company, it is one of the first in Italy to specialise in the formulation and production of Italian-made cosmetics created in harmony with people, nature and animals. In 2024, Helan achieved important milestones, excelling on several fronts during the third edition of Cosmofarma, the benchmark event in the pharmacy and cosmetics sector. In particular, the new 'CherryBerry' fragrance, the latest addition to Helan's 'I Sorbetti di Helan' line, has met with great success, and the 'Integral Cleansing Make-Up Removing Butter' from the 'L'Antirughe gli Elisir Antitempo'

NATURAL COSMETICS FROM THE OSCARS

At the forefront of research and development of cosmetics that enhance natural beauty while respecting the environment, Helan was honoured during Cosmofarma 2024

line stood out with its innovative and sustainable formula, winning the prestigious Cosmofarma Innovation & Research Award in the Dermocosmetics category. In addition, Fedra Bastianutti was honoured for her commitment to Helan with the best team leader in Cosmofarma's Human Values Awards.

"Our research and development laboratories are always very active", explains Malva Moncalvo, Helan's pharmacist and sales manager, "not only for quality control and formulation improvements on the more than 600 products in our price list, but also with attractive offers. In 2024, in addition to the new 'CherryBerry' fragrance and the make-up remover butter from the anti-ageing line, we dealt with new make-care proposals,

a combination of skincare and make-up products, expanding the 'Monoï de Tahiti' line with two anti-wrinkle and illuminating serums and two compact foundations. Our team has also been busy with the restyling of the 'I profumi della casa' line, which has been completely revamped in its packaging, and with the launch of the new Daefne line, an absolute novelty that captures the current trends in olfactory".

In 2024, Helan achieved important milestones, excelling on several fronts during the third edition of Cosmofarma, a reference event in the pharmacy and cosmetics sector



R&D lab: Elisa Bottini Massa, company founder, at centre



GOLD'S SECOND LIFE

Nuovo Banco Metalli, the only foundry in Liguria, is a leader in the buying and selling of recovered gold from individuals and companies

Giving new life to gold. This is the aim of Nuovo Banco Metalli, the only foundry in Liguria, which has been on the market since 2006 and is a leader in the purchase and sale of precious metals and in the transformation of scrap gold into investment bars and customised jewellery. "We have customers in Italy and abroad", explain the owners, Mr and Mrs Ferrari. "Being a foundry, we collect metal, melt down gold jewellery recovered from private individuals and goldsmith companies and resell to the public only the most beautiful jewellery with significant discounts, saving the customer between 50 and 60% from new. We collect gold from individuals, 80% is melted down and put back on the market in the form of bars and investment coins, while the remainder is resold in the form of jewellery". "Our used jewellery", they continue, "is carefully selected and reconditioned as good as new. We also receive diamonds and prestigious watches such as Rolex, Patek Philippe, Audemars Piguet, to overhaul them and put them back on the market as second wrists". Nuovo Banco Metalli has three souls: the shop, workshop and the foundry. Buying and selling takes place exclusively in the four sales outlets, in Sanremo,

Genoa (via Cornigliano) - where the operational headquarters with the modern, technological foundry is located - in Genoa-San Fruttuoso, in corso Sardegna, and in Genoa in via Cantore, the last sales outlet in order of time, opened in July. "We offer secure investments", Ferrari continues, "We are the recognised and reliable partner of all companies, private citizens and goldsmith operators in the region, but also nationally and abroad. We are registered with the Bank of Italy and Oam, certified and authorised by the

Bank of Italy to carry out our activities. We propose serious and transparent investments that offer an annual return of 10 to 15 per cent. We offer free advice for those who want to approach investing in physical gold".

Nuovo Banco Metalli is a recognised partner for companies, individuals and goldsmiths in Italy and abroad



NOT JUST THE SEA: TIME FOR AN ACTIVE HOLIDAY ON TWO WHEELS

The outdoor season kicks off in Finale Ligure, which is preparing to welcome large numbers of tourists without forgetting the liveability of the towns and the protection of the area



Municipality of
Finale Ligure

Finale Ligure, with a population of over 11,000, is made up of four different urban nuclei: Finalmarina, the most recently urbanised area thanks to tourism; Finalpia, which preserves the original structure of the town; Finalborgo, the former capital of the Marquisate of Finale, an ancient pre-unification Italian state that existed from 1162 to 1797; and Varigotti, which boasts one of the most beautiful beaches in Liguria.

Tourism, yes, but sustainable. After the summer season, Finale Ligure inaugurates the autumn-winter season dedicated to nature: until mid-November, and then again in spring, thousands of cyclists arrive in the town of Savona, considered a paradise for mountain bikers and e-bikers, thanks to the wide range of routes suitable for all levels of experience and the organisation of important events, first and foremost the Enduro World Cup. A success story that began thirty years ago, when "a group of entrepreneurs and hoteliers realised with foresight that the local tourism industry needed to be renewed with a view to deseasonalisation", explains mayor Angelo Berlangieri. "The one-stop bathing market was no longer sufficient, not least because the habit of winter holidays by a senior target group, which has now practically disappeared, was declining. The Finale



Overview of Varigotti beach

inhabitants thus had the intuition to turn their backs on the sea and value the inland area". According to the regional monitoring centre, there were already 323,000 visitors between January and June 2024, of which about half (46%) were international, with an increase (+45,000 compared to 2019) offsetting the decrease in the domestic market (-27,000). The offer is aimed at cycling, but also climbing and trekking enthusiasts, who stay for an average of four days: "In 15 years, foreign tourists have risen from 22% to 43%, putting them at least 10 points ahead of the other Riviera di Ponente destinations. Most come from Austria, Switzerland, Germany and France, but there are also arrivals from Northern and Eastern Europe, the United States and Korea". Not only that: "Finale is the only provincial destination to have exceeded the attendance recorded in 2019, i.e. before the Covid-19 pandemic, since 2022".

While the entire municipality benefits from the influx of tourists, the hub of the system is Finalborgo, where most of the services are concentrated: this is where people set off on their excursions and where they meet at the end of the day for an aperitif. To ensure the protection of the territory and urban liveability, the 'Follow the rules' campaign kicked off in September, in cooperation with Consorzio For (Finale Outdoor Region) and the Municipal Police: "We promote 14 simple rules of behaviour, inviting everyone to act responsibly and respectfully".



Finalborgo, one of the 'borghi più Belli d'Italia'

THE OTHER SEASON OF TOURISM

Finale Outdoor Region: aims to protect and enhance the area, international reference destination in the outdoor sector

Finale Ligure and the Finale Outdoor Region are the meeting point for outdoor activities in the province of Savona, from Vado Ligure to Loano to the Upper Bormida Valley. An extensive area created thanks to the vision of some local enthusiasts and entrepreneurs who, thirty years ago, realised the potential of climbing and mountain biking tourism in a seaside resort like Finale Ligure. "Outdoor tourism is our region's flagship, with a significant impact on the local economy", says Maria Luisa Surico, head of communication and marketing. Seasonal adjustment is now a

consolidated reality, thanks above all to a strategy that immediately focused on organising events such as the 24 Hours of Finale Ligure and, more recently, the Enduro World Cup, with a view to promotion outside the high season". The other season therefore becomes the ideal time to experience and get to know an area with a thousand years of history by practising mountain biking, climbing, hiking. Today, Finale Outdoor Region (www.finaleoutdoor.com) brings together more than 300 activities,



over 250 mountain bike trails and 4,000 climbing routes on sheer cliffs and in the picturesque hinterland. "The consortium makes it possible to better manage tourist flows of more than 400,000 people a year, both by providing specific services and by protecting and enhancing the area with maintenance work on the trail network made possible by the For You Card project".

ITALIAPİŪ INFORMATION

Albino Chiesa Srl stories of authentic taste from basil-flavoured lard to testa in cassetta

THE SOUL OF LIGURIA IN ARTISANAL CURED MEATS

In the early 20th century, the ice laboratory in Finale Ligure laid the foundations of a tradition that has influenced the Italian sausage scene. Today, Albino Chiesa



Lard with Pdo Genoese basil, awarded by Gambero Rosso

Srl is an institution that celebrates the art of charcuterie: "It is not just a question of ingredients", explains the Ceo Guido Ghiringhelli, "but of their craftsmanship and how we treat them". Each product is a celebration of local aromas, producing lard with Pdo Genoese basil, recognised by Gambero Rosso as "Top Italian Food", or pancetta with Ligurian herbs that evoke the region's scents. We produce artisanal cima, which tells the culinary history of Liguria, and Vessalico garlic salami with intense but non-invasive notes. Finally, the testa in cassetta, prepared with pigs' heads cooked for a long time and enriched with pistachio nuts: all this effort shows how tradition can meet innovation in a sublime balance. Every product from the Albino Chiesa charcuterie is a true narrative of taste and authenticity. "We strive every day to offer something unique and special", Ghiringhelli concludes, "this allows us to stay true to our roots while always looking ahead".

RESTORATIONS FOR EVERY HEIGHT

The Ligurian company Formento Restauri has added to its experience of scaffolding work those carried out at height using ropes

Restoring at every height, reaching every portion of complex structures and, no less importantly, ensuring constant maintenance of the restoration carried out so that public and private investments are optimised, and the beauty of Italy's heritage shines through. These are some of the key principles guiding the Formento company in Finale Ligure, founded in 1959 by Filippo Formento and his wife Paola, both still active in the company, and now run by their children Alberto and Elena, one an architect and the other an engineer. 'Let's recover the past, let's build the future' is the company claim to which

the activity that for the past ten years has been encapsulated in the registered trademark 'Restauro In Quota' (Restoration at Height) is giving particular impetus. This means restoration and maintenance work on cultural assets carried out using mountaineering techniques with professional restorers harnessed, anchored to ropes and, often, suspended in the air. "About ten years ago, we were engaged in a restoration to complete which the scaffolding was no longer sufficient, we had to go further", Elena Formento recalls. "After an initial recourse to external resources, we decided to develop the

mountaineering skills for rope work internally, with the advantage of bringing all the knowledge and experience of skilled restorers up there".

An ambition that had an iconic beginning for a Ligurian company: the restoration of the image of St. George's cross on the Lantern in Genoa. An operation completed and maintained this past summer, true to the company principle of not 'abandoning' a restoration to itself. Since then, work at heights has been added in increasing numbers to the traditional and established scaffold restorations, becoming a further



Restoration Abbey of San Fruttuoso, Camogli



Restoration of the coat of arms of the Lighthouse of Genoa



Restoration of San Lorenzo Cathedral, Genoa

factor in the company's competitiveness. "This is a competence that allows us to give answers even to professionals involved in planning a restoration", engineer Formento updates. "They frequently need accurate information on the state of areas that are difficult to reach, even with drones, to set up an appropriate intervention and correctly calculate the costs.

At the Restoration Exhibition in Ferrara last

May, Formento gave restorers of all ages, professionals and public administration officials first-hand experience of restoration at height. "Harnesses, they were elevated about one metre above the ground and, thanks to a viewer showing images of one of our recovery operations, they experienced restoration at height", she explains. The company is also organising specific courses, in addition to those for restorer-restorers,

OPEN BUILDING SITES

Formento Restauri extends the list of prestigious interventions. The construction sites opened at high altitude include the Torrechiara Castle in Langhirano and the Rocca di Lucchio. The ability to work at heights, combined with theoretical and practical knowledge of restoration, made it possible to produce supporting information for intervention projects on, among others, the church of Santa Maria Maddalena and San Gerolamo Emiliani in Genoa, the Cathedral of San Giorgio in Ferrara and the bell tower of the church of San Martino in Burano. In September, work will start on scaffolding, restoration and consolidation of the bell tower of the Basilica of Santa Maria delle Vigne in Genoa.

Passion and vocation for the restoration and consolidation of listed monumental buildings have been the hallmarks of the work of the founder Filippo, who in his early days worked alongside professor Nino Lamboglia, a pioneer of Italian archaeology. A spirit passed on to the children

for those who need to directly verify the restoration carried out for the purpose of expected reporting. Formento's patronage is both public and private.

Passion and a vocation for the restoration and consolidation of listed monumental buildings have been the hallmarks of the work of the founder Filippo, who in his early days worked alongside professor Nino Lamboglia, a pioneer of Italian archaeology, in the restoration of artistic and architectural heritage. A spirit that was passed on to his sons and that culminated in the work for the Expo Genova 1992, the restoration of Porta Soprana, the house of Christopher Columbus, the Cloister of Sant'Andrea and the Barbarossa Walls. Also bearing Formento's signature is the important restoration of the Santa Caterina Convent Complex in Finalborgo, which has allowed a historic village to come back to life. Among the many prestigious restorations are the restoration of the spire of the bell tower of the Basilica of Sant'Eustorgio in Milan, the Torre Nolare of the Abbey of San Fruttuoso di Camogli and the securing of the bell tower of the San Lorenzo Cathedral in Genoa. "For us", concludes Alberto Formento, "restoration is not just the recovery of a work of art, but is about giving back to a community its culture to pass on to future generations".

Just a few steps from the sea and surrounded by hills, the view from Eurocamping Calvisio is one of the most beautiful on the coast. We are in Finale Ligure where culture, nature, sea and the outdoors offer opportunities for relaxation and fun. Eurocamping Calvisio was founded here in 1971: for more than fifty years, the family-run facility has been home to generations of families who return each year for their holidays.

“We have seen children grow up: the return of our guests is the best feedback we can get”, says Nicoletta Vizza, reception manager.

Eurocamping Calvisio is located within the GiuEle Village: “It is a campsite with around 120 pitches, most of them with private bathrooms: this is a plus that sets us apart. We have bungalows and apartments, two swimming pools with water games and jacuzzis, a private beach at Varigotti that can be reached by shuttle bus, and many opportunities for sports and entertainment. “It is precisely the latter”, explains Vizza, “that is at the heart of our services and therefore tailored to the guests and the holiday period. We are also open during the Christmas holidays”.

At Eurocamping Calvisio, you experience immersion in nature, which you can also enjoy at “the Cà di GiuEle farm, where you can enjoy wine and oil tastings and taste the Pernambuco orange marmalade, typical of the area”.

Thanks to its excellent location, the hotel welcomes both Italian guests and



The Village of GiuEle swimming pool

NATURE AND FUN: HOLIDAYS ON THE LIGURIAN COAST

Holidays and relaxation for all at the Village of GiuEle, where every year there is something new to discover

foreign tourists. “One of our values is the continuous innovation of our proposal, and those who choose us know this: we constantly strive for an ever-changing

event offering and expand the services and experiences to be had at the hotel. Every year there is something new at Eurocamping Calvisio: this year, in keeping with sustainability, we have invested in photovoltaic panels”.

Among the many reasons why Eurocamping Calvisio is the place many guests return to, “is the sense of familiarity: while always maintaining the right professionalism, we establish lasting relationships with our customers. We want our guests to feel at home, with the advantage of having us by their side for whatever they need”.



Liliana Giuele Beach and Restaurant, bathing establishment on the beach in Varigotti

Every year, at Eurocamping Calvisio, there is something new such as - this year - the investment in photovoltaic panels in keeping with sustainability



View from Borgata Roccaro (Verezzi) on Borgio and the coast

AN INSPIRING STAGE OF BEAUTY SUSPENDED BETWEEN THE SKY AND THE SEA

Borgio Verezzi is a daydream that enchants with its views, the sea, suggestive caves and nature trails

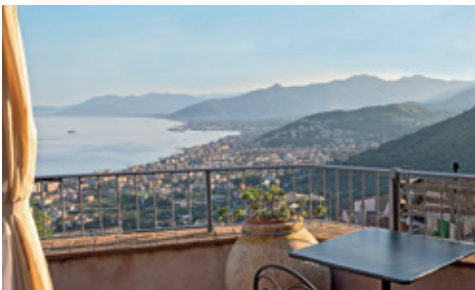
A jewel of the Ligurian coast enveloped in a magical atmosphere, Borgio Verezzi is nestled in the Riviera delle Palme, in the province of Savona. Situated between Finale Ligure and Pietra Ligure, the village stands out for its peculiarities, among which are the sea - which, in this 2024, has been awarded the Blue Flag - the caves, defined as the most colourful in Italy, with their approximately forty-seven thousand visitors a year, and the theatre, with its ancient tradition. Renamed 'Theatre Town', this corner of Liguria has hosted the prestigious Borgio Verezzi Theatre Festival every summer for 58 years. The town is divided into two parts: below Borgio, on the sea, home

to the municipality, the main services and a beautiful historical centre, and above, on the hill, Verezzi, an ancient village listed among "I più belli d'Italia" (Italy's most beautiful), with its four stone hamlets, embellished by the Phoenician Mill, the Castellaro di Verezzi, the emerging urban park at the Cava Vecchia and the scenic hiking trails immersed in nature.

"As part of the current master plan, we are working on the enhancement of Borgio Verezzi", says mayor Renato Dacquino, "focusing on the protection and respect of the area. Thanks to a grant from the Pnrr, we are taking care of a major securing of the old fossil quarry".



Municipality of Borgio Verezzi



COLOURS AND SCENTS OF LIGURIA

Ca' d'Alda is the room & breakfast you don't expect: four rooms in a typical Veronese house with a panoramic terrace overlooking the sea

Ca' d'Alda knows how to excite. It is a little corner of paradise suspended between the sky and sea. Each room preserves the characteristics of the old Verezzi houses, with names inspired by the four stone hamlets perched on the hill.

"The area is one of the pillars of Ca' d'Alda. We are immersed in an exceptional natural and cultural heritage: the sea with its beaches, the immediate hinterland with its Mediterranean scents, the caves and stone villages to be discovered, starting with Verezzi, an authentic pearl of Liguria",

explains owner Lorenzo Bergallo. "We tell our guests about the Saracen villages, the Dolmen, the Phoenician mill and the old quarry once used to extract the pink stone typical of this area. This attachment to



the area can be found in our symbol, the campanula isophylla, an endemic species of western Liguria between Verezzi and Capo Noli. There is no shortage of points of interest, plus this is an oasis of peace

and quiet where you can switch off from everyday life and regenerate. At Ca' d'Alda, the welcome is made up of listening, warmth, care and attention to small gestures: "Family is our strength. We like to create an emotional connection to make people feel welcome and at home", he comments. "Our guests come back and that is the greatest achievement we can have."

A STORY OF FAMILY AND TRADITION IN THE HEART OF LIGURIA

Hotel Villa Ada, from a small guesthouse to a three-star hotel where a couple's dream comes true between cuisine and hospitality



Hotel Villa Ada is a family-run hotel with a 50-year history. The owners, Giovanni Costa and Adriana Moretto, met while working here: he as a cook and she as a waitress. Falling in love, their dream was to run a hotel together, and after 30 years of hard work, they managed to buy the small guesthouse and later - in 2009 - turn it into a cosy three-star hotel.

Located in Borgio Verezzi, one of the most beautiful villages in Italy, in the heart of Liguria and just a few steps from the sea and the Valdemino Caves, Hotel Villa Ada is a little gem. Borgio Verezzi is also home to the prestigious Theatre Festival.

During the event, the town becomes a living stage and Villa Ada hosts some of Italy's most famous actors, so that it is not uncommon to meet well-known faces from the theatre, making the stay even more fascinating.

After many years of work, Giovanni continues to dedicate himself passionately to the hotel kitchen, while the management is entrusted to his son Andrea, an Ais sommelier. Villa Ada's restaurant is renowned for its typical Ligurian dishes, skilfully revisited by the chef. Simplicity, authenticity and the use of local produce are the watchwords.



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PH. PAOLO CARRERA



HISTORY, AGRICULTURE AND TOURISM: AN IMMERSION IN THE TREASURES OF AN ENCHANTED TOWN

The municipality of Albenga is a Ligurian jewel that combines the charm of the sea with a rich array of events

With around 24,000 inhabitants, Albenga is located on the western Ligurian Riviera in the province of Savona. The Mediterranean climate guarantees warm summers and mild winters. The historical centre, with St Michael's Cathedral and medieval towers, and the Museo Civico with Roman artefacts are among the main attractions. The municipality is also known for its wide beaches and surrounding natural landscapes.

In Albenga, each month is marked by unique events, each square has a distinct personality and each street tells a story. This municipality in the province of Savona, a jewel of Liguria overlooking the sea, has its roots in ancient Rome. History, agriculture and tourism are in fact the words that mayor Riccardo Tomatis uses to describe this land with passion. Its historical centre, one of the largest and most well-preserved in the region, is a maze of streets leading to squares framed by medieval towers. Every nook and cranny bears witness to centuries of history from the early Christian baptistery, among the most significant in Italy, to the magnificent municipal buildings filled with works of art. The Albenga waters hold an underwater treasure and the Gallinara Island, with its seabed full of ancient wrecks,

is an important site of underwater archaeology. The town also boasts a vast agricultural plain: "Our agriculture is a nationwide success", explains Tomatis, "and the city's four iconic vegetables, violet asparagus, spiny artichoke, ox-heart tomato and trumpet courgette, are its true ambassadors. Violet asparagus, in particular, gained notoriety after being served to Queen Elizabeth of England. The city knows how to welcome visitors: "The objective is to make Albenga a reference destination at the national and international level", emphasises Tomatis, highlighting the importance of tourism that enhances excellence without distorting it. The sea is the focus of an ambitious redevelopment plan, which is already underway, with pier extensions and the creation of new beaches to improve the coastline. The events that animate Albenga are more than just events. 'Fior d'Albenga' transforms the city into an enchanted garden while the 'Palio dei Rioni' brings the liveliness of the Middle Ages back to life. Every August, the Jazz Festival celebrates music with international artists, while the Pigato Wine Festival and the Historic Rally of the Savonesi Mountains attract visitors with unique specialities and sporting challenges.

History, agriculture and tourism, a winning triad for a town that looks to the past, present and future.



Municipality of
Albenga

How many souls can one coast have?
How many colours can you give a territory?

We are used to, we are getting used to identifying an area with one thing maybe two, in any case few and boring.

Costa Gallinara, on the other hand, goes against the tide, starts from certain boundaries, the stretch of Ligurian coastline facing the island of Gallinara, and goes beyond them, respecting them and making them infinitely identifiable for the extraordinary tourist wellness offer that now characterises them.

Andrea Della Valle, a visionary man and a proactive entrepreneur, knows how to do business. He starts from what he feels, from what he understands his current and future guests require, realising what satisfies them. He has done so with the Baba world, his creature, alive and viral in all its declinations, from the Baba Beach to the Baba Residence with its BabaDream, the latest in outdoor luxury, passing through the Utopie Villas and in the near future Borgo dei Liberti, the first five-star dog friendly no limits hotel.

This is why he first imagined and then shot on 'land' and at sea Costa Gallinara, the cinematic stretch of coast between Albenga and Alassio that looks and flirts with the island of Gallinara.

As we have said, Andrea Della Valle loves his territory and knows how to do business, and together with a group of enlightened and innovative entrepreneurs, including De Peri (Tenuta LaColombera), Luzzati (Vignamare) and Fiore (Le Vele), he has structured an impressive range of tourist and wellness



Baba Beach

A VIP TOURIST OFFER BETWEEN CHARM AND WELLNESS

Andrea Della Valle, creator of the Costa Gallinara brand, focuses on Vips (Very Important Pets) as his target clientele

services, innovative, never banal, varied and effective, always surprising: just think of the partnership with Diesel this summer for the takeover of Baba Beach. A hyper-modern and naturalistic offer, immediately aligned to the highest and most appreciated

international standards. Together with St. Tropez, Portofino, Forte dei Marmi, Capri and Taormina, Alassio joins this select group of beach clubs. And here is the Babadream, a 35-square-metre luxury suite with a single 5-metre-long and 3-metre-high window that allows you to experience the outdoors from the comfort of your own bed. Sold out since the day of its opening, it is the most sought-after structure by Instagram influencers. This is Costa Gallinara: now a brand, a part to define a whole. Loved, cared for, studied down to the smallest detail, enjoyed on various emotional and sensory levels. Costa Gallinara is a clear choice towards quality tourism and innovation. It is a way of returning to fully experience holidays at different times of the year, a choice to be made, ready for anything, destined for the best. In Della Valle's mind, Costa Gallinara should in future bring together the best of the coast and hinterland facing Gallinara Island from Andora to Ceriale.



Baba Dream Suite



Pietro Chiaffitella, founder of Domus Re Group

The adventure started ten years ago, "but we are only at the beginning", comments the Ceo. Pietro Chiaffitella, founder of Gruppo Domus Re, has a goal for his company: to become a point of reference for those seeking a true partner for their real estate journey. A path that does not end with the sale or purchase of the property, "but continues where further work is needed: in this case we step in, directing suppliers and contacts and coordinating the work. In this way, we relieve the customer of the responsibility of handling situations that are not his responsibility and which, therefore, could become problematic". "Ours", Chiaffitella explains, "is an approach that wants to interpret the role of the real estate agent in a new and different way, going beyond it and offering the customer a single point of contact for all his needs".



NETWORK AND INNOVATION: THE NEW FIGURE OF THE REAL ESTATE AGENT

Domus Re Group, now in its tenth year of activity, has the ambition to be a real asset in the sector

Gruppo Domus Re is present with its four branches in Turin, Milan, Alassio and Imperia: "Real Estate is a sector that, especially in recent years, has undergone real revolutions: in the last ten years we have grown a lot and now we have taken a step forward compared to the simple buying and selling of houses; this has also happened thanks to the synergies we have created with other professionals in the sector, namely all those figures necessary for a complete work on the property, with whom we share values and objectives and with whom we are creating a network capable of responding to all the needs of families and savers as well as those of investors and institutional clients".

From the property management to the project manager to all the figures revolving around the design world, what is ensured is the total management of the property

and assets, thus offering a turnkey service: "We are building a know-how that subverts the figure of the real estate agent, turning him into a trusted partner. Not only that", concludes the Ceo, in addition to offering an additional and complete service to the customer, all this makes it possible for the Group itself to grow, producing job and business opportunities thanks to the synergies created".

From the property management to the project manager and all figures involved in the design world, total property and asset management is ensured with a turnkey service



PH:IMAGERECOUK

Clapsy Alassio

More than just a restaurant. **Clapsy** is a family story since 2004, made of endless passion, freshness and tradition

NO FUTURE WITHOUT A TRUE STORY

The story written by Claudio Deghenghi and Orietta Bocca is one of great passion and hope. Behind Clapsy's success is a continuous search for raw ingredients, with the inspiration and imagination typical of poets and artists. "Loving what we do is the driving force that has led us to make our dreams a reason for living", says Claudio. "Clapsy was founded in 2004 after a long and successful restaurant experience in Tortona with a pizzeria and brewery open 7 days a week, 24 hours a day. It was a safe haven but we wanted to get back into the game to go further.

The Clapsy adventure flourishes from this awareness".

The decision came in 2003 to leave Alassio in order to feel the thrill of building something again, without living on reflected light alone. "Within a year we sold the Tortona venue

and bought a new one in Alassio. A choice dictated by the desire to live in a seaside location and recover a more peaceful work rhythm. The first year was not easy, we had the ideas but nobody knew us here: I am from Tortona and my wife is from Basaluzzo, just outside Novi Ligure", adds Claudio. "Our passion for our work is the sap that gave us the energy and determination to throw ourselves even more passionately into this new venture. At the beginning we were building something that we didn't feel was ours because we had taken away the pizzeria that is the core of our business". Clapsy Alassio

is the debut of a true story spanning 20 years. After Alassio, there will be restaurants in Sanremo, Albisola and Turin, each with its own identity but united by the Clapsy style: excellent raw ingredients, fresh fish cuisine, crispy, thin pizza and cheese focaccia.

"After years of studying flours and cooking methods and a long period spent working in the best focaccerie in Recco, I invented a unique dough that makes pizza crumbly, digestible and with an unmistakable flavour; our cheese focaccia is also exceptional, a speciality that is striking in taste, cooking and originality and that

**After Alassio came restaurants in Sanremo, Albisola and Turin:
each with its own identity but united by the Clapsy style**

PH:IMAGERIE.CO.UK



PH:TOBERTS.CO.UK

can only be eaten in the group's restaurants".

Partners in life and work, Claudio and Orietta share the same enthusiasm and dedication for their work. "I love the Ligurian Riviera and the location of Clapsy Alassio: a wonderful place on the seafront, full of light and colour, where you can dine alfresco overlooking the Alassio pier and the island of Gallinara", says Orietta, Clapsy's poetic soul. Our specialities are seafood dishes and thin, crispy pastries. In the kitchen we were lucky enough to meet good, passionate people who became our partners in other places: we opened in Albisola with Luigi, in Sanremo with Enrico and in Turin with our nephew Paolo. In Liguria, all Clapsy premises overlook the sea and are characterised by special details such as tiles made

by Vietri craftsmen and the joyful colours of water and sun. Thanks to the first Clapsy to go beyond the borders of Liguria, in 2018 we also brought to Turin the bright colours of the Riviera and, above all, the seafood cuisine that is usually only eaten by the sea".

Along with the extraordinary quality of the ingredients, Clapsy's best selling point lies in the welcome, the smile and the beauty of the locations. In 2018, the Clapsy family expanded with Amedeo, again in the magnificent setting of Alassio. "There is no shortage of the cornerstones of Clapsy cuisine, such as the inimitable cheese focaccia or pizza, while also offering Iberian cuisine, with paellas, sangria and a large selection of raw seafood". Clapsy is more than just a place to relax and eat. It is difficult to describe in words the

... AND THEN THERE'S THE NEW B&B WITH TERRACE

Muri Vecchi is Claudio and Orietta's new project. "It is a fully restored 17th century house located in the ancient Borgo di Rollo. The b&b consists of three rooms with private bathrooms, a fully equipped kitchen and a panoramic terrace overlooking the Gulf of Andora, where we serve a hearty breakfast in the morning. The rooms are equipped with every comfort, with tasteful furnishings and delicate nuances reflected in their names: Rosemary, Lavender and Bougainvillea. It is an evocative place, surrounded by olive groves and lush nature, offering breathtaking views and paths that invite you to discover the Ligurian hinterland and its historic villages".

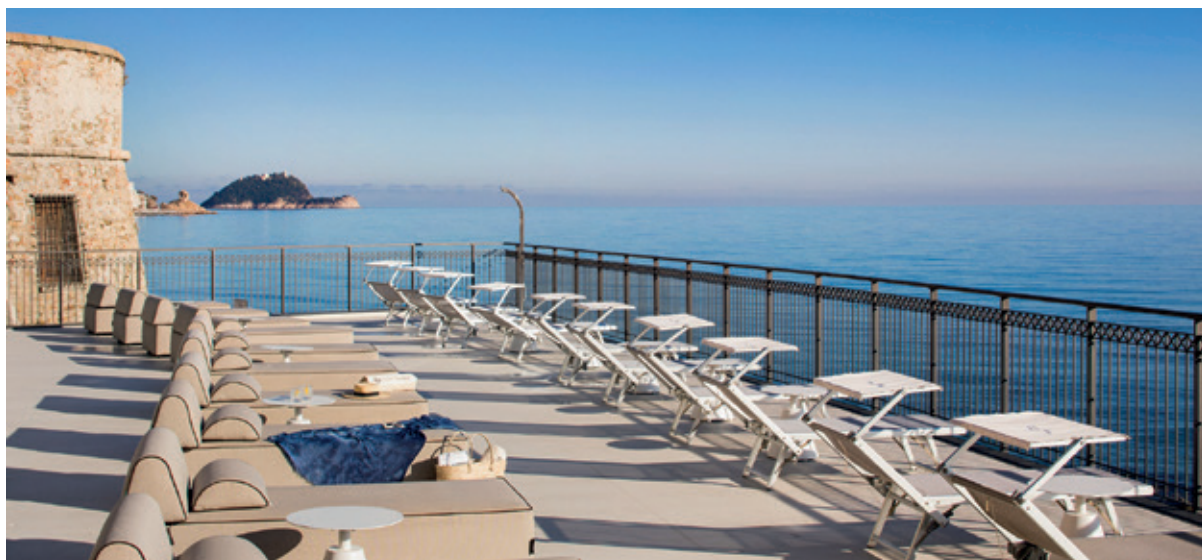
PH:MARCOZANAROLI.IT



B&B Muri Vecchi

atmosphere, emotions, colours and scents; the sunsets to be admired by the sea and the magical feeling of the sound of the waves. "The phrase that best represents us is 'we, you, Clapsy' because the table experience comprises so many little secrets that become even more beautiful when shared".





It is a generational story that of the Hotel Savoia in Alassio. A story of women entrepreneurs, now in its third generation, who have been carrying on the philosophy of the art of hospitality for over sixty years: "It is an art that puts the guest at the centre and makes them feel like the protagonist of their experience, through all the services that help to satisfy their every need", says the hotel's owner, Sara Bajardo.

Directly overlooking the beach of Alassio, the Hotel Savoia enjoys a unique location in one of the most charming corners of the Riviera: "We have around forty rooms, each with its own furnishings and peculiarities, in which an atmosphere of tradition is combined with all modern comforts and with an attention to sustainability, of which we as a company have made a value: we have never spared no expense when it comes to restyling and furnishing, we pay attention to every detail. The hotel has two restaurants serving Ligurian and Mediterranean cuisine, prepared with fresh local ingredients and accompanied by selected wines. The jewel in the crown of the hotel's food and wine section is the fish restaurant La Prua, which, on summer evenings, offers a fairytale atmosphere with its tables directly by the sea.

The summer of 2024 was a summer of novelties with a new beach and sun terrace with a Sky Bar also open to outsiders. Spa and gymnasium also expected by 2025

A BOUTIQUE HOTEL ON THE BEACHES OF THE RIVIERA

Hotel Savoia in Alassio, a female company that has made the art of hospitality its philosophy

The location also makes the hotel an ideal base for those wishing to explore the beauty of Alassio, from its picturesque alleys to the famous Budello.

Its history does not only concern the successive owners, but also the staff who have worked there for many years: "Our staff is made up of people who have been with us for decades, and it is a detail we are very proud of; we are a family. When there

are such well-established relationships, the guest also enjoys it because the whole environment is more serene and welcoming. The summer of 2024 was a summer of novelties for the Hotel Savoia, which offered its guests a new beach and sun terrace with a Sky Bar also open to outsiders. "New services are also planned for 2025, including a Spa and gym, which will further enhance the facility.



A CORNER OF PARADISE ON THE RIVIERA DEI FIORI

Grand Hotel Diana Majestic, luxury and relaxation in the picturesque Bay of Diano Marina

Located in the picturesque Bay of Diano Marina, a short distance from Monte Carlo and Sanremo, the Grand Hotel Diana Majestic is a true jewel of the Riviera dei Fiori. With spectacular views of the Ligurian Sea, the hotel offers spacious and elegant newly refurbished rooms ranging from cosy classics to luxurious suites.

The hotel boasts three Aic-certified restaurants and this year inaugurated a panoramic kitchen on the terrace for show-cooking, available for breakfast and dinner, and active until October with special events.

Outside, guests can enjoy a private beach, a Mediterranean garden with olive groves, a new outdoor workout area and a true outdoor wellness centre with two freshwater pools, one of which is heated



and equipped with a whirlpool. “We are proud to be one of the leading businesses in Diano Marina”, says Paolo Vignone, general manager of the hotel and managing director of Mar Spa, which owns

the facility. “With a team of 60 employees, we continuously invest in improving our offer during the summer period. For next season, we have many new surprises planned.

AN AWARD-WINNING NECTAR

The Dea Diana London Dry promotes the region and does so in an innovative way: It is the first Ligurian gin with Vermentino leaves

It is the love for Liguria and its beauty that inspired the creation of Dea Diana London Dry Gin, a symphony of sophisticated taste where tradition and innovation meet. The tasty elixir was created in 2023, in the beautiful setting of the Dianese Gulf, and contains six perfectly balanced botanicals, including juniper, Vermentino vine leaves, coriander, basil, orange and dandelion. Its signature are the Vermentino leaves, excellence of western Liguria, which are hand-picked after the harvest, selecting the best ones, to create the exclusive gin.

“We started in the province of Imperia and then expanded to Savona and Piedmont”, says the project’s creator, young entrepreneur Nicole Viadana, “and slowly we are aiming to reach the entire national and even international market. During the London Spirit Competition 2024, we brought home the bronze medal, an important recognition that confirmed the quality of the product and attracted foreign customers”. In addition to the distillate, other projects were developed such as customisable bottles with silk-screen printing, a compote made of apples, basil and gin, and innovative sugar-coated candies with a gin heart, a tasty proposal that is proving very successful.



LIVING A UNIQUE EXPERIENCE

Casa d'artista is a b&b overlooking the sea in Alassio: a place for art lovers, colour, and eclecticism

Art as a common thread. This is the essence of Casa d'artista (Artist's House), a living experience in the home-gallery of Alassio painter Maria Teresa Preve. "Our guests have the opportunity to immerse themselves in the atmosphere of a historic residence, surrounded by some of my grandmother's most important paintings, inspired by her travels around the world. It is a work of art in the round with its antique furniture, books, and eclectic objects that speak of faraway places," says Eugenia Nicola Preve. Casa d'artista has two rooms with breakfast service: 'Una ballata del

mare salato' is the name of the deluxe double room with sea view; 'Le mille e una notte' is a four-person suite with a sitting room, bathroom and double room. "These are very special rooms where you can find the artist's taste for intense colours. It is a living place, with picturesque rooms with high ceilings and windows facing the blue sea, with the pleasant smell of salt and the melody of the waves". Casa d'artista retains the charm of yesteryear. "We are located in the historical



centre of Alassio, right on the seafront, in the family home where my mother Emanuela grew up, my grandparents' home for me and my sister Virginia. Casa d'artista is the best way to keep it 'breathing', it is an exciting journey where new stories are always being woven together. And then you fall in love with Alassio, it never disappoints".

ALL-ROUND BUSINESS CONSULTANCY

Dellepiane & Partners networks with different professionals, offering advice of the utmost value

With an eye always on the future, Dellepiane & Partners has been navigating the labour market and its constant evolutions for 50 years, establishing itself as a point of reference in labour, tax and corporate law. Founded in 1973 and based in Genoa, the employment consultancy firm has expanded over the years to offer all-around business consultancy: today, it counts on several professionals specialised in various fields, such as taxation, personnel management, business organisation, and business crisis. "Our strength is specialisation", explains Luisella Dellepiane, the firm's senior consultant. "When clients ask us for advice, they find professionals on that specific subject, and in cases where several professionals are required, our people work in synergy. We have



always placed a special focus on young people, with the aim of moulding new talents". A cutting-edge company, Dellepiane & Partners collaborates with other firms and professionals in Liguria and other regions of Italy, such as Piedmont, Lombardy and Tuscany. There is also a focus on training and technological innovations, such as process automation and artificial intelligence.

AGRICULTURE AS A MEANS TO CULTIVATE OPPORTUNITIES

The Cà dei Bricchi cooperative integrates the agricultural and social aspects, promoting the work of disadvantaged individuals and celebrating the local territory and products

With a social heart and an agricultural vocation, Cà dei Bricchi has been operating since 2018 in Pino Soprano, a rural village in the Genoa area, distinguishing itself with multiple activities ranging from vegetable cultivation to social farming, training and horticultural therapy. The project was created by the 'Genova torna in villa' network of enterprises, of which the Mignanego and Ascur social cooperatives are members, with the aim of seizing opportunities related to agriculture, enhancing both local products and the region, whilst pursuing social goals. A social agricultural cooperative, Cà dei Bricchi began its journey with the identification of land in the Genoese heights to be cultivated as a vegetable garden and then started its own production, which is now sold locally at its sales outlet in Pino Soprano. The cooperative is also dedicated to the cultivation of ancient vegetables, thus promoting traditional agricultural production, and beekeeping,



with the aim of establishing an educational farm specialising in the world of bees. Alongside all this, social initiatives stand out, including a social farming course implemented in cooperation with Genoa's Asl3, aimed at individuals with mild psychiatric disorders, involving them in job placement paths. "Over time, we have

realised that agricultural activities alone are not profitable enough to cover personnel costs", explains Enrico Rovida, the cooperative's president, "and that is why we have integrated agricultural activities with other didactic and educational initiatives, focusing on social agriculture. We intend to continue developing this line in cooperation with organisations such as Alfapp (Associazione Ligure Famiglie Pazienti Psichiatrici), which owns the Pino Soprano land we manage and is committed to supporting the integration of disadvantaged people. In addition, we are also focusing on horticultural therapy: we have realised the 'Cultivating Health' course, which has been very well received, and a qualifying course for experts in wellness gardens and vegetable gardens is planned for the near future'.



An agricultural social cooperative, Cà dei Bricchi began its journey in 2018 with the identification of land in the Genoese heights to be cultivated as a vegetable garden and then to start its own production



PROTAGONISTS IN EUROPE

The Marche Region plays a leading role in Europe. In October, the European Week of Regions and Cities will take place in Brussels and, in this context, the Marche region will be present with two events, in line with this year's motto: 'Empowering Communities'. Over the course of four days, the event gives European regions and cities the opportunity to showcase their capacity to create growth and jobs, implement Ee cohesion policy and demonstrate the importance of the local and regional level in implementing good governance. The events will be held at the European

Committee of the Regions.

The first event in the Marche region is scheduled for 9 October from 2.30 p.m. under the title 'Mediterranean regions: Cooperating for climate resilience'. Current climate trends and scenarios confirm that southern European regions face stronger climate pressures than the rest of Europe. This increased exposure will exacerbate inequalities in terms of climate adaptation needs and risk prevention. The meeting, which will be attended by the regions of Marche, Calabria, and Spain's Andalusia and Murcia, will address issues



In October, the Marche region will bring comparisons on climate and sustainability to Brussels. The Province of Fermo thinks about the development of the hinterland

MARCHE

Communication project designed by Antonio Calveri

related to common climate challenges from a European perspective.

The second meeting will be held on 10 October from 11.30 a.m. under the title 'Sustainable development strategies - Drivers for coherence and competitiveness of regional policies'. The meeting is co-organised by the Regions of Puglia, Sardinia, Marche, Piedmont, Liguria, the English Channel Islands and the Romanian region and Caras-Severin with the contribution of the National Sustainable Development Strategy Working Group of the Ministry of the Environment and Energy Security. All of these regions have developed and are engaged in the implementation of Sustainable Development Strategies focusing on the creation of collaborative approaches between regional departments to apply the integrated approach to development in view of Agenda 2030.

In the Marche region, to crown a long cultural, political and legislative process, the Province of Fermo was re-established by a law approved by the Senate on 19 May

2004. It became operational in 2009 and comprises 40 municipalities with a total of 180,000 inhabitants. The province of Fermo stretches from the Adriatic coast in the east to the Sibillini Mountains, which close it off in the west. The territories of Castelsantangelo sul Nera and Montemonaco separate it from the Umbrian border. To the south, the boundary is the river Aso; to the north, the course of the Tenna. In the centre runs the Tenna valley.

"In a geographically contained region such as ours, the seaside tourism offer cannot be separated from the tourism of the villages and our hinterland. To this complementarity must be added the search for new proposals, also in terms of hospitality", the secretary-general Giorgio Menichelli, the secretary-general of Confartigianato Macerata, Fermo and Ascoli, who is passionate about economics and tourism, considered at the post-summer holiday resumption.

- Antonella Lanfrit -



Aerial panorama

A CITY BETWEEN HISTORY AND THE FUTURE

Fermo: investment, culture and sustainability for a growing community



Municipality of
Fermo

With its 35,894 inhabitants, Fermo is the capital of the province of the same name in the Marche region. Situated on the summit and on the slopes of Colle Sábulo, the city is divided into two parts: the new part and the historical part, which grew up around and on the hill, which has remained almost intact over the centuries and is bounded by the 15th century Sforza walls, some of which are still visible. To visit, the Roman Cisterns, a building work from the Augustan age; the Palazzo dei Priori Art Gallery, the Cugnolo Wood, a Protected Floristic Area of the Marche Region.

Fermo, an ancient city nestled in the hills of the Marche, is a precious treasure chest of history and beauty, but also a community that looks to the future. Thanks to recent investments that will have a positive impact on daily life in the short and long term, the city is evolving in harmony with modern times, offering its citizens an ever-

increasing quality of life. "Thanks to the Pnrr funds, we obtained 100 million euro from the state to finance many projects in the area", says mayor Paolo Calcinaro. "In the area of school construction, two schools have undergone seismic upgrading and another facility is being expanded to include a canteen. In addition, the second municipal zero-impact nursery is being set up; the first one, already active, was built a few years ago following environmental parameters that Enea recognised as best practice".

But the commitment to the community does not stop there. "We are also building two new gyms and a rugby field", the mayor continues. "And to respond to the demographic decline, in the area of the former tannery, we are building 36 dwellings that will be granted to couples who are employed in the city of Fermo and who want to come and live in the city".

Fermo is a city rich in green areas that provide relaxation and recreation for its residents. It is also a vibrant cultural, educational, and research hub, with numerous meeting



PH: YAPDOV



PH: RENATO SANTILIONI

World Map Room

From a public-private partnership, Fermotech was born in the former covered market, a technology centre of excellence that aims to create synergies between academia and industry

spaces and a theater. As a historic university city, Fermo is home to faculties of the Marche Polytechnic University, located in Ancona. These include the highly sought-after Management Engineering program, which is only available at this site. Additionally, Fermo is a key location for nursing and speech therapy programs, serving as a reference point for the central-southern region.

The research branch is also very proactive: for some time now, from a public-private partnership, Fermotech was born in the former covered market, a technological centre of excellence that aims to create synergies between the academic and industrial worlds. In the same building, an Its will soon find a home, which will develop research and innovation and be dedicated to students who want to specialise in professions ranging from logistics to footwear to the world of food.

The need for new training facilities continues to grow, so much so that the city council has started the paperwork to renovate a building in the city centre to expand the facilities even further. Particular attention has been paid to the ecological transition, with a bio-digester due to be completed in 2026, and a number of environmentally-friendly road works carried out in recent years, including several cycle paths and the recently inaugurated cycle/

pedestrian bridge, the largest in the Marche region, which is part of the Adriatic Cycle Route and links the Marina Palmense coastline with the neighbouring town of Porto San Giorgio. All this makes Fermo a city of great historical interest for its Roman cisterns, a perfectly preserved underground water system dating back to the Augustan period, and for Palazzo Priori with its characteristic Sala del Mappamondo and the Pinacoteca, guardian of Rubens' Adoration of the Shepherds, and for the fact that one of the most beautiful villages in Italy, Torre di Palme, is included in its territory.

Throughout the year, there are numerous events in the city, and in December the historic centre is transformed into a Christmas Village: open from Immaculate Conception until Epiphany, it is often accompanied by exhibitions of national importance. "I am already highlighting an important and unmissable appointment in the autumn", the mayor anticipates, "with an exhibition on the Renaissance in the Marche region, which will be curated by Vittorio Sgarbi and will be held in the Palazzo dei Priori". All the more reason to visit a city rich in history and new perspectives.



Peter Paul Rubens Adoration of the Shepherds

Will artificial intelligence and the Alia Ai app save the footwear industry in the Marche region? They will certainly rewrite Cinderella's history. Word of **Enrico Cuini**

THE REVOLUTION STARTS WITH THE 'VITRUVIAN FOOT'

The fashion and footwear industries are experiencing a difficult time. Brands are in crisis, and Italian craftsmanship, a symbol of style and excellence for 150 years, is at risk of an unprecedented collapse. Distribution is subject to the major brands, and the small ones seem destined to disappear. Loss of 1,265 shoe factories in the Marche region in 10 years. Yet there are some who do not give up. A Marche resident of Beverly Hills, Enrico Cuini, is trying his hand with an innovative project. His email, enricoilmarchigiano@gmail.com, emphasises the strong connection to his roots and region. Cuini, with a background in art, architecture, and industrial design, has dedicated 10 years to realizing a bold vision: creating stylish shoes that enhance every woman, regardless of her foot size, to improve body stability. This is achieved by bypassing traditional distribution channels and establishing a direct relationship between the customer and the

manufacturer.

The secret? Mixing artificial intelligence and Renaissance creativity to arrive at a proprietary app: Alia Ai (Artificial line in Archifitting), which reveals the secrets of every fit from your smartphone and turns shopping into a highly rewarding personal service.

Through the invention of the "Vitruvian foot" and patented technology, Cuini has developed an algorithm that can predict 30 sub-sizes for each individual, optimising the production process to create 36 different types of fits. He has reinvented made-to-measure in footwear and aims to extend these predictions to an entire 3D reconstruction of the body, promoting a total-look that can revitalise small local companies. His ingenuity found inspiration in Taryn Rose, an orthopaedist from Los Angeles, starting with foot health and body alignment. Cuini has patented Alia Tech, a dynamic carbon bridge, in 32 countries. It increases the stability of all types of footwear by distributing pressure over the entire surface of the foot. American customers rave about the 'WingEDshoes' (butterfly-wing shoes), see sublime reviews on



ENRICO CUINI

enricocuini.com. Without public or private funding, it has sold almost 20,000 pairs in the US and will now be the turn of Italy, Australia and the UAE. The goal of this company is to push the boundaries in footwear by upholding local excellence. They focus on the "WingEDcommunity" and offer a unique, tailor-made process that combines sustainability, craftsmanship, and high technology. This process enables the production of a shoe that is custom-built for every foot. All this, simply by using your mobile phone.



'SELENA MODEL'



'SINDERELLA MODEL'





Villa Lattanzi offers tailor-made packages that can include, in addition to a stay with b&b, half board or full board, excursions by e-bike or hiking

HISTORY, ELEGANCE AND RELAXATION AMONG THE HILLS OF THE MARCHE

Villa Lattanzi, where every detail is designed to provide a stay of pure well-being

Immersed in the lush greenery of the Bosco del Cugnolo, in Torre di Palme, in the heart of the Marche region, Villa Lattanzi is an oasis of refined elegance and well-being. This exclusive corner is the ideal setting for a couple's holiday dedicated to relaxation, privacy and the most sought-after comforts. Villa Lattanzi is one of four prestigious accommodation facilities owned by the Beleggia family, part of the Bros Manifatture Group, together with Officina del Sole, San Paolo Hotel and Palazzo Alaleona. Each of them has a unique history and identity, but they all share the same mission: to enhance the Fermo area, celebrating its natural and cultural beauty.

Villa Lattanzi was the Group's second acquisition and its careful restoration has brought an authentic 18th century architectural jewel back to life. Originally conceived as a curial villa, where the seminarians of Rome's Capranica College spent their summer holidays, today it is presented in all its splendour, with the original spaces faithfully conserved. The 18 rooms, divided into Superior, Deluxe and Prestige, are small masterpieces of elegance, with attention to the smallest details to offer a unique holiday experience.

Guests can enjoy an outdoor swimming pool and a private spa, with a Finnish sauna, a hot tub and a herbal tea room, for moments of pure relaxation and

rejuvenation. The villa's in-house restaurant 'Il Cugnolo' is another highlight: carefully selected ingredients processed using innovative culinary techniques result in dishes that will satisfy even the most discerning palates. The kitchen, in perfect balance between research, creativity and tradition, brings harmony of flavours to the table in every dish.

Villa Lattanzi offers tailor-made packages

that can include, in addition to a stay with b&b, half board or full board service, e-bike or trekking excursions; guided tours and picnics with tastings of local products and wines produced by the Officina del Sole winery, a wine resort that is part of the group.

The mansion also opens its doors for weddings and business events, offering a setting of rare beauty and charm.





Fall protection systems for shutters

ITALIAN EXCELLENCE AMONG EUROPEAN INDUSTRY LEADERS

On the international market, since 2007 Lnr has been synonymous with innovation in the field of shutter automation and safety systems

In an increasingly interconnected and globalised world, production needs are becoming more sophisticated, challenging companies to cope with sudden changes and respond to new market demands. This challenge was tackled with determination by Lnr, a manufacturing company founded in Fermo in 2007. It is a symbol of Italian-made excellence in the production of shutter automation and security systems.

Lnr was founded by current Ceo Roberto Postacchini, with over thirty years of experience in the industry, who recognised the optimisation of shutter automation systems as an opportunity to respond to the volatility of international demands. The company is distinguished by its commitment to research and innovation, creating products that differ significantly from their competitors.

in countries such as Germany, France, Poland, Spain, Australia and India, thanks to its ability to develop systems that comply with international standards. Its products are preferred for quality, exclusive design and sustainability. The company ensures compliance with regulations through strict production control and cooperation with certifying bodies such as Tüv. Currently, Lnr aims to integrate new digital technologies into its products. "We all manage daily tasks from our smartphones, so why not make window automation one of them?" concludes Postacchini. Among the company's next goals is the digital integration of control systems, improving the user experience for users and installers. Lnr's daily mission therefore focuses on the highest quality standards, providing safe, user-friendly and reliable solutions that improve domestic and industrial life.



Roberto Postacchini,
Ceo of Lnr

"In an industry that is constantly evolving, finding simple solutions that adapt to multiple safety standards is a challenge I wanted to take on board", Postacchini explains, personally overseeing the design of integrated motors such as the Dante 140 state-of-the-art window and door frame motor. Lnr is unique in Europe in the field of motorisation of windows and shutter systems. In 2022, it launched a new engine that is easy to install and complies with all European safety regulations, generating enthusiasm among international stakeholders. Regarding fall arrest systems, Lnr is one of four companies in Europe to produce them, demonstrating constant innovation and focus on safety. With a highly qualified team, Lnr has consolidated its position

Regarding fall arrest systems, Lnr is one of four companies in Europe to produce them, demonstrating constant innovation and attention on safety



Dante 140 integrated system

SALUMI, THE QUALITY OF THE AREA

Combining innovation and tradition, the founding family of Salumificio Nerino Mezzaluna brings the flavours of the Marche region to the world



Marco and Paola Mezzaluna

The Salumificio Nerino Mezzaluna was established in 1958 in Fermo, Marche, as a farm. In the 1960s, the creation of the abattoir and in-house processing plant enabled Mezzaluna to guarantee safety and quality right from the start.

"In 2014, we celebrated 50 years in business. What has never changed is the family management that started with our parents, Nerino and Ada. The generational shift has been successful, and now our children are studying at the university to bring in new expertise", Marco and Paola Mezzaluna explain.

The secret of Mezzaluna is not to abandon the raw material, i.e. quality.

"We have succeeded in combining technology, new machinery, with the hand of the craftsman", continue the Mezzaluna brothers. "Production and employees have increased, but we have never changed the process: the equipment has served

to improve the pathways to guarantee an increasingly sustainable product, eliminating allergens and preservatives thanks to the craftsmanship of the process".



Mezzaluna products are the emblem of the Italian supply chain that guarantees Pdo: the pig is local, slaughtering is in-house, production is artisanal

Among the top products is Ciauscolo, a soft salami that represents the territory of origin. Then the Culatta, the noble part of the ham, and the Doppio Gusto, a lonzino with back fat, which requires complex processing.

Mezzaluna products are recognisable and unmistakable thanks to their flavour and raw material: "We are the emblem of the Italian supply chain that guarantees Pdo", stress Marco and Paola Mezzaluna. "The pig is local, slaughtering is in-house, and production is artisanal. This is the first guarantee of the quality that also motivates the price of a high-level product.

The Pgi mark reflects the authenticity of the territory of origin: "Ciauscolo is unique, but it is also a product that is not easy to sell throughout Italy, precisely because it is special, fatter and softer. But once you've tried it, it's hard to do without", assure the Mezzaluna brothers. Mezzaluna products are available in the Fermo shop and, thanks to an agreement with the Gabrielli Group, in food boutiques throughout various parts of Italy.

"Then there is the website, which is our showcase to the world", concludes Marco and Paola Mezzaluna, "and which has opened doors for us in Spain, Germany, Switzerland and Austria".

VENETO

Between 30 September and 1 October deadlines for tenders worth almost 50 million. Meanwhile, property values soar



KEYWORDS: SYNERGIES AND INNOVATION

“**R**esearch and innovation are the driving forces behind the growth of the territories, which is why in recent years the Veneto Region has invested as many resources as possible in supporting small and medium-sized enterprises, which are often forges of brilliant projects, a real resource for our economy. This is the motivation with which the regional councillor for Economic Development and Energy Roberto Marcato accompanied the Region’s decision to allocate 6 million euro, which will be granted in part non-repayable and in part at subsidised rates, to cover the public notice

for the financing of research and innovation project proposals of excellence. A commitment in favour of Smes that “has already achieved important results, as demonstrated by the recent recognition obtained from the European Commission, which awarded Veneto the title of Regional Innovation Valley”, stressed the councillor.

“The expression of interest for the funding of project proposals for research and innovation of excellence approved is a further step in this direction, and has the



particular aim of identifying innovative projects that will subsequently be able to access funding to inject resources to support the growth of entrepreneurial realities in Veneto that want to grow, focusing on new ideas of excellence”.

For this year, applications can be submitted until 30 September, while for 2025 and 2026 the opportunity to apply for funding will be open between February and September. Projects must involve a minimum total expenditure of 500,000 euro.

The action targets ‘excellent’ research and innovation projects whose technology maturity index (TrI), which measures how ready a technology is to be brought to market, is at least 5 on a scale of 1 to 9. The characteristic of excellence is to be found in the possible interdisciplinary nature of the project spin-off, in the identification/use of so-called ‘leading’ technologies. Projects must be consistent with the Veneto Region’s Smart Specialisation Strategy (S3) 2021-2027. Among

the projects deserving support, priority will be given to proposals that have already been awarded the ‘Seal of Excellence’ (Sigillo di eccellenza) issued by the EU. Remaining on the topic of innovation, the call for proposals that supports industrial research and experimental development projects carried out in collaboration between companies, professionals and research organisations expires on 1 October at 5pm. The total budget is over 42 million euro.

Dynamism and liveliness is also demonstrated by the Veneto real estate market, which in one year, from July 2023 to July 2024, recorded a cost increase of 7.06% per square metre for residential properties for sale, with an average of 1,971 euro per square metre, according to the report by Immobiliari.it. This is the highest value in the last two years. In Belluno the properties with the highest cost per square metre, in Rovigo those with the lowest price. So, Venice, Verona, Padua, Treviso and Vicenza.

- Antonella Lanfrit -

CORPORATE REAL ESTATE, LOGISTICS AND INNOVATION

Lunardi Intermediazioni is a leading player in the corporate real estate sector, with a constant focus on logistics

With an eye always turned to the future, Lunardi Intermediazioni has built a well-established, cutting-edge reality that deals directly and exclusively with mediation in corporate real estate sales and purchases. In particular, the company specialises in

Lunardi Intermediazioni is ready to move into new premises that are not only larger in size, but also totally self-sufficient: it will be equipped with a 100 kW photovoltaic system partially self-consuming with storage batteries

everything related to corporate real estate purchase and sale, whether for real estate used in production or for logistical purposes. In addition, it also involves developing land for industrial purposes and, secondarily, for retail and office properties. Lunardi Intermediazioni is the result of a long journey in the corporate real estate sector, which has been close to twenty years in business.

The company is operational in the Veneto region, where its two offices are located: both are in the province of Verona, the main one in the east, in Caldiero, which is being relocated to the new, modern, ESG-conscious headquarters. The other is in Cavaion Veronese, through which

the Valpolicella area is also served. The company is active throughout northern Italy, particularly on the Brescia - Venice motorway axis.

Engaged in real estate brokerage on behalf of large corporations and investment funds, the company deploys a team divided into various work processes to comprehensively follow all phases of both rental and sales. Over the past decade, its work has become increasingly consolidated in the management of assets of significant size with a focus on the logistics sector. Lunardi believes strongly in logistics and strives to keep up with its evolution: the sector is undergoing a profound metamorphosis dictated by changes in consumption



30,000-square-metre building subject to lease in Lavagno (Verona)



Building of 8,500 square metres recently leased in Verona

patterns and worldwide economic dynamics. “A major change in the logistics real estate sector is underway”, explains owner Marco Lunardi, “with multiple trends that are redefining its boundaries and functionality. These include, for example, automation, which is no longer just a building block for increasing operational efficiency, but also a means of redefining the very design of logistics premises. In addition, it is

witnessing a significant reorganisation of its business model; although e-commerce has had a major influence on the sector’s growth, there is an emerging interest in nearshoring and diversification of territories, with a strategic distribution of logistics infrastructure in different locations with the aim of getting closer to target markets as proximity logistics”. As part of the transformation of the logistics

sector, sustainability plays a very important role. The demand for sustainability in the building industry has evolved from a mere regulatory requirement to a driving force for innovation.

Buildings are now being designed with sustainable and circular solutions, allowing for easy and quick reconfiguration for new uses. This reduces their environmental impact and enables swift adaptation to market needs. In addition, state-of-the-art technology is being adopted to enable logistics centres to produce their own energy. In line with these trends, the Veneto-based company is ready to move to new premises that are not only larger in size, but also totally self-sufficient: it will be equipped with a 100 kW photovoltaic system partially self-consuming with storage batteries.

“We are riding on the coattails of the many transformations affecting the logistics real estate sector,” continues Marco Lunardi, “and looking to the future, significant changes are on the horizon, including for example the integration of logistics into urban planning and an increased interest in specialised sectors such as cold logistics, pharmaceuticals, and ‘vertical farming’, which will lead to new investment opportunities.

LOGISTICS AND FUTURE PROSPECTS

In the new logistics scenarios, a debate is emerging between centralisation and decentralisation of operations that is leading to the development of hybrid models in which large regional hubs operate in synergy with networks of small distribution centres. This is one of the many aspects that are redrawing the boundaries of the industry that investors will need to have a thorough understanding of. Lunardi Intermediazioni wants to be in line with this changing landscape, representing a benchmark for the real estate logistics sector.



ONCE UPON A TIME THERE WAS PROFESSIONALISM AND FAIRNESS...

In Renova Immobiliare there are still, combined with great passion

Professionalism and fairness, these are the keywords of Renova Immobiliare. Based in Vicenza, Renova grew out of the Agenzia Immobiliare Forum, which had been operating in the provincial market for over 25 years. "A help in the face of complex bureaucracy", emphasise owners Andrea Bassi and Manuela Zambon, which they turn to in order to find a solution in a complex market in which disentangling oneself is certainly not easy. "We are located in the historic centre of Vicenza, a city where people undoubtedly want to improve their lives by investing in their homes, but where prices are still high", they say. "Those who know us know that we work with great seriousness, so much so that they sometimes come to us for advice on purchases outside the province. We are always happy to offer our expertise. In a volatile market, 'do-it-yourself' is not recommended, especially when one is faced with the commitment of a mortgage.

"Two- and three-bedroom flats are the most in demand, both for sale and for rent", the owners reveal. "Everywhere there is a need for rental flats, but the supply in Vicenza is scarce. The reasons? Many people are returning to the city, and the university's increasingly significant presence is bringing movement and new demands for accommodation".

At Renova Immobiliare you will find above all great competence and a lot of passion: "We have a very personalised way of working, not a mass one", they go on to explain. "We always put the customer first: we empathise with their needs, we ask what they really need, we never rush, we don't sell at all costs. We explain the positive sides of the purchase, but also any potentially negative ones. People know they can trust us". The service, in Renova, ranges from residential to commercial to industrial,



Private house in Vicenza

sales and rentals, with the exception of short-term rentals. "The agency has expanded over time in terms of volume of properties, thanks also to the support of good professionals. Our mission is customer satisfaction, which is why we offer different solutions in buying, selling and renting, protecting the customer and following them scrupulously throughout the negotiations".



The Renova Immobiliare team explains the positives of buying but also any potentially negative ones: that's why people know they can trust us

Lofts in the province



PH: 3000 AFFARI

Green Residence Sirmione

THE DREAM HOUSE EXISTS

According to 3000 Affari it is located on Lake Garda or in the hinterland of Verona

Those who want a house in the enchanting scenery of Lake Garda and its hinterland, as far as the villages in the Veronese territory, can turn to 3000 Affari, a real estate agency with two sales outlets, one in Villafranca di Verona, where the administrative headquarters and sales office are located, and one in Desenzano del Garda, inside the Green Residence Sirmione. Administrator Nicola Silverio knows these places like the back of his hand, offering buyers and sellers experience and professionalism. "Usually, when I take a client to see a property, it is because I have first made an assessment of the prerequisites," Silverio explains, "this approach is necessary to select the most suitable solutions based on taste and purchase potential".

3000 Affari deals with all kinds of real estate sales and rentals: housing, office buildings and warehouses. "We are strong

in the Villafranca area and encompass the municipalities of Mozzecane, known for its fountains, Valeggio, overlooking the Mincio river, Sommacampagna, an important tourist hub, and Dossobuono, a fraction of Villafranca", the agent emphasises. "We also reach Verona, but only in the areas bordering the ring road". Another gem, often chosen as a place to have a second home, is Desenzano del Garda, a prime location on the Benaco both for its natural beauty and for its buzzing social life and shopping. Here, 100 metres from the lake in Rivoltella, on a green area of 18 hectares lies the Green Residence Sirmione, which Silverio knows very well. "I have been

following it since it was built", he explains, "it is an incredible place that, with its one thousand housing units, is in constant activity". This residence has three swimming pools, each for about 400 people, with whirlpools, diving boards and slides, two tennis courts, a five-a-side football pitch, a bar/restaurant/pizzeria, two children's playgrounds and a theatre for summer parties. A notable peculiarity peculiarity is that it is only pedestrianised because vehicles pass underneath. All sizes are available here, from two-room apartments to terraced houses with large terraces and private gardens. A dream that can finally be realised.

3000 Affari deals with all kinds of real estate sales and rentals: homes, executive offices and warehouses in the enchanting scenery of Lake Garda and its hinterland

PH: 3000 AFFARI



Panoramic view of Villafranca

REAL ESTATE IN SYNERGY WITH INNOVATION

Mosconi Immobiliare Studio Tecnico is involved in construction, renovation, interior design and sales with over 60 years' experience



Enrica Mosconi, owner of Immobiliare Mosconi

Passion handed down from generation to generation and continuous evolution have traced the path of Mosconi Immobiliare Studio Tecnico for over 60 years. The Veneto-based company is always at the cutting edge of innovation, but with deep roots as it has been present in the area since the 1950s and has many years of experience in the Verona real estate scene.

Founded by engineer Massimiliano Mosconi, the business has since passed into the hands of his son Alessandro and granddaughters Alessandra and Enrica. In a process of constant renewal, thanks to the synergy created over the years between the technical office and the real estate agency, an all-round service is offered, ranging from the construction or renovation of the property to the furnishing and the search for the right buyer or tenant.

The real estate office guides the client through all steps of the transaction and deals with both residential and commercial properties, in Verona and its province, but not only.

The technical office focuses on interior and

exterior building work in the area of new construction and renovation, scrupulously following all the necessary documentation, from building permits and authorisations with public authorities to cadastral updates and site safety. In addition, the company can offer both technical and aesthetic advice, taking care of the design of spaces and furniture.

“Our strength is that by collaborating we are able to convey our dominance of the subject matter, guaranteeing total transparency in everything we do”, says Enrica Mosconi.

“The synergy is created when we sell a property that then needs to be renovated and furnished, or when a customer asks us to renovate or build a property and then put it on the market. I deal with rental property valuations and sales, and my sister and father with the technical practice in all its aspects. Among the most important recent projects overseen by engineer Mosconi is the conservative restoration of the prestigious Palazzo Maffei, located in Verona’s Piazza Erbe”.

The real estate studio guides the client through all the steps of the transaction and deals with both residential and commercial properties in Verona and its province



SERVING SMILES FOR OVER 30 YEARS

Dr Turi Battaglia



With passion and a team of specialised professionals, Studio Dentistico Dottor Battaglia provides dental care and smile aesthetics

The mission of Studio Dentistico Battaglia is to make healthy smiles shine. A mission he has been carrying out since 1985 with great dedication and a passion passed on from generation to generation. Nestled in the heart of Valpolicella, just a stone's throw from Verona, the practice is led by Dr Turi Battaglia, who took over from his father in 2017, and with a team of 11 doctors and nine employees and a second practice in Lessinia. In each of its services, the team takes care of patients' oral health and smiles with a tailor-made approach. Studio Dentistico Dottor Battaglia provides all-round dentistry, offering

everything from the simplest treatments to implantology, including immediate loading, invisible orthodontics, and the most complex surgery to aesthetic medicine. "We are always on the move, innovating and pursuing our constant growth", says Dr Turi Battaglia. "For the near future we are planning to renovate part of our practice and expand our offerings with new services for all-round wellness and health. We constantly strive to ensure that we provide our patients with the highest quality, creating a relationship of trust with them, which is the driving force behind all our activities".

THE POWER OF DIGITAL WORD-OF-MOUTH

A Venetian company with an innovative soul, Atelio Publicity gives great visibility to local companies and professionals

Exploiting word-of-mouth by combining it with digital and the potential of waiting rooms, places where many people stay. From this idea, Atelio Publicity was founded in 2022, an agency specialising in the sale of advertising space broadcast on screens placed at strategic points in dental and medical practices.

The result of an intuition of Dr. Turi Battaglia, a dentist at the head of a practice in Valpolicella, the company targets local businesses, professionals and artisans, offering them high visibility and supporting them in the creation of promotional messages.

"In waiting rooms, an advertisement with beautiful videos catches the attention of those waiting their turn", explains Dr Turi Battaglia, "not to mention those who go to the same practice several times, such as a dentist's, where treatments can last up to months.

Moreover, discovering a professional in a structure in which one places trust will give one greater reliability, prompting one to use its services".

Present throughout much of the province of Verona, Atelio Publicity is active in many dental practices and also large clinics where thousands of people pass through every day.



INNOVATION AND SUSTAINABILITY FOR THE CARE OF GREEN AREAS AND SWIMMING POOLS

Rectech, a pioneer in professional maintenance

Alessio Sperandio founded Rectech in 2018, a company specialising in the sale, installation, and service of multi-brand tools for professional turf care, irrigation, and maintenance. Within



Rectech - RobotEasy at MyPlant 2024, Milan

a few years, it expanded by creating the Robot Easy Point chain and opening around 40 service centres throughout Italy. At the same time, it expanded its offer by also starting to deal with pool cleaning.

Among the most innovative solutions, it now offers Nemh2o, a robot capable of deeply cleaning plants, contributing to their longevity. Thanks to its 'cordless' technology, the robot recharges itself in water via an induction plate and is a perfect example of efficiency and sustainability.

To complete the offer, the last four years have seen the addition of I-Bat, a new and environmentally friendly mosquito repellent system, suitable for small and large outdoor spaces, customisable and manageable via an app.

Rectech pays close attention to market demands and provides continuous training for installers to keep up with rapid technological changes. In addition, Easy Point Robots offers operational leasing for all services, which is fully deductible, to meet companies' needs.

TRADITION MEETS MODERNITY

The secret to making it to 40 years? Interpreting social changes, as confirmed by Tavoli Quattrina

40
years

“To reach a milestone like 40 years old you have to have love for what you do. This is our core value: never losing sight of the joy of doing another job, another day”.

Tavoli Quattrina celebrates its 40th anniversary: founded by the father of Luca and Matteo Quattrina, the current owners, the company produces furniture including tables, chairs, sideboards and complements.

The secret of being a leader in the sector after forty years is to “listen to the needs of the market”, explain Luca and Matteo, “and know how to adapt to them: we wanted to combine tradition with the needs of modernity. Today, young people are demanding more modern furnishings for smaller homes: resisting change means being able to respond to it”.

The company's centrepiece are the tables: from walnut to cherry wood, from oak to tulipier, Tavoli Quattrina guarantees the utmost care in the choice of materials. The company has also expanded its market abroad and, according to the owners, continuing to work with this passion is the goal that Tavoli Quattrina has set itself for the future.



THE MAGIC OF PAPER TAKING SHAPE

In Verona for almost 70 years, Milani Print & Packaging has been carrying on a tradition deeply rooted in the area

Milani Print & Packaging, now in its fourth generation, is a prominent figure in the graphics sector in the northeastern region, particularly in the Verona area. The company is known for its strong tradition, which can be traced back to San Giovanni Calabria. In the early 20th century, Calabria founded the 'Casa dei Buoni Fanciulli' where he taught young people the art of printing with movable type. Later, the Salesian school San Zeno continued this legacy by training numerous professionals in the sector across generations.

Michele Corolaita, head of Milani Print & Packaging, says: "Our company was founded in 1955 when Ottavio Milani, my wife's grandfather, who was one of Don Calabria's first students, opened a small printing shop in the historic district of Veronetta. Over the years, thanks to his

son Francesco, the small company grew and increased the number of machines and employees, and in 1994 it moved to the Zai di Verona, where it is still located today".

A company produces printed materials and various types of packaging using both offset and digital printing. They use traditional and modern die-cutting machines, including the PaperOne 7000 laser technology die-cutter. This machine can produce high-quality graphic products with details and finishes that traditional systems cannot match.

The company recently launched an e-commerce dedicated to small and medium-sized boxes, thanks to which customers can place orders independently

Additionally, it allows for the creation of prototypes for customized packaging, which is essential for many companies.

In addition, the company recently launched an e-commerce (www.boxerize.it) dedicated to small and medium-sized boxes, thanks to which the customer can place orders independently, choosing the type of box and evaluating the costs in real time; if needed, he can also request a personalised and qualified professional advice.

"Each graphic design must represent the product to be advertised and who commissioned it in the best possible way", Corolaita reiterates.

"We have innovated and opened up to new technologies and new markets, but what does not change is the artisan spirit with which we approach our work every day and which gives our products quality, accuracy and innovation".



The Milani Print & Packaging team

ORIGIN, JOURNEY AND INNOVATION: RETURN EXPERIENCES FOR THE DEVELOPMENT OF ITALIAN VILLAGES

At the centre is the cultural project and movement 'La Tornanza': book, podcast, festival but also hub and academy. Challenge to depopulation of villages launched

La Tornanza is the cultural movement that originated from the book 'La Tornanza - ritorni e innesti orientati al futuro' by Antonio Prota and Flavio R. Albano (Laterza edizioni), experts in tourism and territorial and digital marketing, which reinterprets the phenomenon of the 'brain drain' as a potential return movement capable of fostering the development of the territories of origin thanks to the transfer of skills acquired. An entirely new background would emerge from such an experience: a transformation deliberately grafted onto the knowledge of those who remain. At the centre of the two poles - those who return and those who have stayed - is travel, as a trigger for change, and innovation,

as a tool to serve human capital and the territory. "The book", Prota explained, "is the cultural manifesto of a much broader project that runs through a podcast and festivals, communication media to make the project known, but also the hubs and academy, physical and tangible elements in which to build community". In fact, the podcast collects the testimonies of those who have decided to return home from Apulia to Basilicata, from Campania to Calabria: once a week, a turner tells his

story, from where he left and where, after a long journey, he has decided to return, but also the reason for this choice and the project he is trying to carry out in his homeland. "Stories", Albano pointed out, "that leave their mark and the numbers prove it: almost 1 million views on social platforms. We hope that these video podcasts will also be an inspiration for potential turntables: the concept of travel in fact, according to our account, is what has historically allowed innovations to be built: from Lonely Planet to Nike, from Redbull to The North Face, brands that were born or inspired by contaminations in faraway places".

But La Tornanza is also travelling festivals (a series of live events to draw and give inspiration), hubs for building start-ups in different territories (the first open in September in La Certosa di Padula in Campania and in Gravina in Puglia) and an academy, the space par excellence dedicated to training both turners and those who want to become one. "The academy should be able to build an education in self-entrepreneurship to foster new graft in hard-working communities in each global south", the project founders concluded. The first course will start in Bari in the autumn.

-Margherita Fontana -



From left Flavio Albano and Antonio Prota





Overview of Monforte d'Alba

Enhancing the places of the inland areas means protecting a territorial, cultural and social stronghold. Rural villages play a significant role in building a sustainable future in territories and communities that preserve the charm of a past rich in history and wine and food traditions. Spighe Verdi 2024, the national programme of the Fee (Foundation for Environmental Education) in collaboration with Confagricoltura, is a tool designed to accompany rural municipalities, inland and mountain areas, in choosing land management strategies with a view to continuous improvement. Each year, the programme rewards rural locations that adopt environmentally sustainable policies and where the quality of life is high. Underlying this is the municipal administration's commitment to start a virtuous path in the management of the rural heritage in a sustainable and systemic way, in synergy with local communities

Underlying this is the municipal administration's commitment to start a virtuous path in the management of the rural heritage in a sustainable and systemic way

THE 'SUSTAINABLE' REVIVAL OF RURAL COMMUNITIES

Spighe Verdi 2024 rewards 75 municipalities, 13 of which are located in Piedmont, which thus confirms its leading position among the regions

and businesses. Also from an employment perspective. The excellence of sustainable land management is assessed on the basis of a set of 67 indicators such as: education for sustainability, the presence of typical agricultural production, sustainability and innovation in agriculture, conservation and enhancement of natural areas and the landscape, soil protection, the quality of the air, water and sound environment, accessibility and quality of the tourist offer, proper waste management, care for urban design and the enhancement of local traditions. This year, 75 rural municipalities have been awarded the Spighe Verdi 2024, from north to south. With its 13 locations, Piedmont confirms its

strong green vocation: Alba, Bra, Canelli, Centallo, Castiglione Falletto, Cherasco, Gamalero, Gavi, Guarene, Monforte d'Alba, Pralormo, Santo Stefano Belbo and Volpedo. Piedmont therefore excels in good practices of sustainable development of rural areas, where environmental, social, cultural and economic enhancement coincides with the preservation of agricultural crops, knowledge and the culture of places. A transversal strategic vision in which agriculture acts as a bridge to a new model of development with a lower environmental and social impact based on the defence of the landscape, the protection of biodiversity and the production of quality food.

- Paola Mattavelli -

COSTA DEI TRABOCCHI INCREASINGLY INCLUSIVE

The Municipality of Fossacesia (Chieti) presents 'Mappa per tutti'

Sustainable, inclusive and accessible tourism for all. Fossacesia confirms itself as a model of inclusive mobility in its territory with the 'Mappa per tutti' initiative within the regional Bike to Coast for Everyone project, which provides for actions aimed at the accessibility of the Via Verde (Greenway) of the Costa dei Trabocchi cycle path. With its 131 kilometres, the 'Bike to Coast' is not only one of the most important cycle routes in Italy, but is also a constantly evolving project to make the area accessible to everyone. Bike to Coast

for Everyone ensures barrier-free enjoyment of the sea at 14 equipped beaches along the cycle path with specialised staff, routes, dedicated bathing and sunbeds. Specifically, 'Mappe per tutti' is a form of inclusive communication using two tactile, talking maps made of drawings, lettering, pictograms, braille and textures with different reliefs. They are therefore finger-

readable and, through a tactile qr code, offer the possibility of activating narratives in speech, subtitles and Italian sign language. The tactile guides are designed to further enhance accessibility to the tourist services of the Costa dei Trabocchi regardless of physical, sensory, cognitive or age characteristics.

- Paola Mattavelli -



Pedestrian and bicycle path, Costa dei Trabocchi

THE WORLD RUN AND COLLECTION OF ABANDONED WASTE

World Plogging Championship 2024 in the woods and trails of Val Gandino

Over the past few months, hundreds of ploggers have been trying to win a bib number to compete in the World Plogging Championship 2024, battling it out in qualifying events divided into trail running races around Europe - from Italy to Spain to Greece and Serbia - and individual plogging challenges judged on the basis of athletic performance and

the amount and type of waste collected. The names of the 80 athletes of 13 different nationalities who, on Saturday 28 September, among the woods and trails of Val Gandino, in the Alta Val Seriana in the province of Bergamo, will compete for the title of world plogging champion, have emerged from the qualifying trials. Ploggers will have six hours to collect and carry as much rubbish as possible across the finish line, taking care not to overlook the kilometres travelled and the height difference, which are decisive elements in the awarding of the title. The race in Val Gandino, however, will not be the only one. As of this year, in fact, the Urban Plogging competition makes its debut in the World Plogging Championship: on Sunday 29 September in Bergamo, 40 ploggers, who have always passed through the preliminary stages, will be engaged in the streets of the city. Many athletes will certainly try to do a 'double', i.e. to win both the title of World Champion in the Trail Plogging race in Val Gandino and to triumph the following day in the Urban Plogging race in Bergamo.

- Margherita Fontana -



PH: STEPHEN JEANTET

World Plogging Championship

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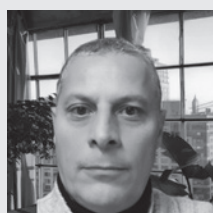
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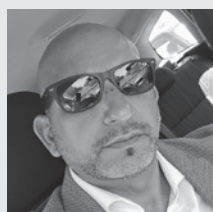
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