

**PRESS RELEASE**

**First event promoted and organised ad hoc by Intesa Sanpaolo  
for a one-of-a-kind sector**

**INTESA SANPAOLO: THE NEW STRATEGIES AND CHALLENGES  
THAT AWAIT THE ITALIAN FOOD SECTOR IN THE NEXT FEW  
YEARS**

- **Meeting dedicated to innovation, entrepreneurial experiences and the international growth of the food sector**
- **Presentation of a study by the Intesa Sanpaolo Research Department**

*Milan, 19 September 2012* – A meeting to get Italian food sector companies better acquainted with product innovation, growth and new business models. This was the goal of “**Innovative approaches for international growth – A look at the dynamics of the food sector and new competitive models**”, an event organised by **Intesa Sanpaolo** in association with the **Italia del Gusto Association** and the editorial group “**Food**”, which was held today at the Cariplo Foundation Convention Centre.

This was the first meeting that Intesa Sanpaolo has dedicated to this crucial sector for the Italian economy, one whose impact on the Italian GDP is extremely high and far greater than it is in many other European countries. Despite the structural weakness of consumption, caused by the ongoing crisis, the **Italian food** sector represents a **model of excellence** that contributes significantly to the growth of our exports, particularly high-end products, where we are among the biggest exporters in the world.

The aim of the meeting was therefore to provide an **overview of the challenges** that await companies **in the next few years**, from the growing **concentration of foreign competitors** to the decisive influence of **retail chains**, from access to the **international markets** to the **innovation**, also technological, of products and product ranges.

\*\*\*

Aside from the leading national brands, also participating at the event were over 200 excellent small and medium-sized businesses, which represent the lion’s share of the agri-food sector.

“We are delighted to have promoted and taken part in the organisation of an event made so important by the presence of the leading names in the food sector, such a crucial industry for the Italian economy”, commented **Gaetano Miccichè** – General Manager and Head of Corporate & Investment Banking at Intesa Sanpaolo – in the opening remarks to the event. “Italy has a number of areas of excellence that are recognised at international level, and the food sector is certainly one of those that best highlights Italian creativity on a global scale, this thanks to the constant quest for quality and the capacity for innovation of its stakeholders. Once again, therefore, Intesa Sanpaolo shows that it is by the side of Italian businesses that plan to rise to the challenge of growth and competition on the international markets”.

After **Gregorio De Felice** - Chief Economist at Intesa Sanpaolo – presented the study: “**Macroeconomic scenario and strategies in the food sector**”, a number of entrepreneurs and managers belonging to the food sector and beyond discussed the issue of international growth: **Gianpiero Calzolari**, Chairman of Granarolo; **Luca Ferrarini**, Chairman of the Ferrarini Group; **Adolfo Guzzini**, Chairman of iGuzzini; **Franco Moschetti**, Managing Director of the Amplifon Group; **Bruno Veronesi**, Chairman of the Veronesi Group.

The second part saw a number of stakeholders in the food sector talk about the various business models to adopt to stimulate international growth. These included **Giuseppe Lavazza**, Vice Chairman of Lavazza; **Gabriele Noberasco**, Vice Chairman of Noberasco; **Giovanni Rana**, Chairman of the Rana Group; **Franco Manna**, Managing Director of Rossopomodoro; **Alberto Volpe**, Director of Italia del Gusto Association; **Stefano Ballabeni**, Foreign Sales Director of Grandi Salumifici Italiani; **Massimo Tuzzi**, Chief International Officer of Casa Vinicola Zonin.

*For further information*

**Intesa Sanpaolo**

Media Relations - Corporate and Investment Banking

+39 0287962489/63851

[stampa@intesasanpaolo.com](mailto:stampa@intesasanpaolo.com)