

First.

The jewellery supremacy

“Gold and Made in Italy: the champion strategy for leadership”

TALK SHOW - Tuesday 15 January 2008 at 12:00 -

Little Hall of the New Vicenza City Theatre
Viale Mazzini – Vicenza

The Vicenza Fair launches its attack on the big international gold fairs in the shape of a structural renewal unlike any other in its sixty years of history. At the centre of this new strategy there is a planned commitment to support the whole of Italy's gold jewellery sector that, while representing the second most important contribution to Italy's export figures, must reorganise its structure and make changes deep down in order to combat decline.

These matters will be the focus issues at the institutional talk show promoted by the Vicenza Fair on Tuesday 15th January, "Gold and made in Italy: the champion strategy for leadership" - at 12.00, Little Hall of the New Vicenza City Theatre - Viale Mazzini. This appointment will investigate to what extent the driving role of Italy's champion companies and relative tutoring and valorisation strategies might be the key for a new world record for Italian gold.

The convention will also look into several success stories and the winning strategies put in place by other districts of Made in Italy and it will provide an up-dated overview of new tools launched by the Government to support the competitiveness of Made in Italy.

Programme:

Chaired by **Maurizio Castro**, Director General of the Vicenza Fair
Moderated by **Bruno Vespa**

How to become champions: success stories, winning strategies

Aldo Bonomi, Director of the AAster Consortium

How to become champions: answers from institutions, associations, politics

Hon. Gianni Alemanno, Member of Parliament

Hon. Benedetto Della Vedova, Member of Parliament

Riccardo Gallo, President of the Industrial Promotion Institute

Françoise Izaute – President of the Goldsmiths' Club Italy

Alberto Piantoni, M.D. Bialetti Industrie and New Technologies PM for made in Italy Industria 2015

Hon. Ermete Realacci, President of the Fondazione Symbola

Sen. Giorgio Tonini, Economics Manager for the Italian Democratic Party