



**ASSOCALZATURIFICI**  
GIOVANI IMPRENDITORI

## **ENTHUSIASM FOR STUDY TOUR ORGANISED BY ASSOCALZATURIFICI'S YOUNG ENTREPRENEURS**

Milan, 27 July 2022

Over 40 companies took part in the training seminar organised by Assocalzaturifici's Young Entrepreneurs on 25 July 2022. Numerous budding footwear entrepreneurs met up in Italy's Marche region with the Presidents of Young Entrepreneur groups from other fashion sectors, with a view to promoting synergy and shared growth.

The highly successful event was divided into two parts. The first part of the day was dedicated to a tour of the Lube and Artisans companies, while the second half consisted of a seminar held at the Fermo Confindustria\* headquarters, where Prof. Gabriele Micozzi gave a talk on "Innovative communications, marketing and sales strategies and models". Professor of marketing at the Luiss Business School, Micozzi illustrated his innovative model for sales, marketing and communications management to those present by means of work groups and simulations involving all those participating.

Satisfied with the outcome of the initiative and the enthusiasm of participants, Elisa Lanciotti, President of Assocalzaturifici's Young Entrepreneurs says: *"This is just the first of a series of workshops and seminars we plan to hold. It's been an extremely full and proficuous day from a didactic point of view because, during the company visits, we were able to learn about the production and logistical aspects that are the cornerstones of an entrepreneurial success based on high-quality products. And in addition – Lanciotti goes on to say – Prof. Micozzi's seminar allowed us to explore the latest communications and sales techniques. In particular, the professor talked about the importance of the voice in interpersonal communication.*

*These meetings are of fundamental importance for young entrepreneurs like us. Human capital and the talent of entrepreneurs are at the basis of a company's success and it is thanks to this that, over the years, 'made in Italy' has managed to become so successful on world markets. It is essential for us to get training directly on-site and to work in synergy with the entire Italian Fashion supply chain in order to be able to successfully tackle the challenges of an increasingly complex future".*

\*General Confederation of Italian Industry.

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