



ASSOCALZATURIFICI

Assocalzaturifici Chair Siro Badon: "If Italian industry is to continue playing a leading role world-wide, we need to train people and keep them constantly up to date, beginning with youth"

TOURS OF COMPANIES AND WORKSHOPS: ASSOCALZATURIFICI FOCUSES ON EDUCATION AND YOUNG ENTREPRENEURS

Milan, 25 July 2022 – A tour all about education: Assocalzaturifici holds its professional development seminar on Monday, 25 July 2022. The day will be divided into two parts, starting with a tour of the companies Lube and Artisans and continuing with a meeting with Dr. Gabriele Micozzi at Confindustria Fermo, focusing on the theme of "Innovative strategies and models for communication, marketing and sales".

After a two-year stop due to the restrictions imposed during the pandemic, a series of initiatives held in person is now beginning, featuring tours of footwear companies followed by professional development courses for young entrepreneurs in the footwear industry with authoritative experts in the field.

Assocalzaturifici Chair Siro Badon expresses his satisfaction with the initiative: *"Human capital has always been the key driver of success in business, and if the Italian industry is to continue playing a leading role on the global scene we must continue to train people and keep them up to date. Wide-ranging managerial skills are required to handle the complexity of today's market; now more than ever, it is essential to develop one's aptitudes in order to implement a strategic vision, exercise leadership, and interpret changing scenarios in advance. And the best possible training is, of course, in field. This is why we are organising a road tour to visit some of Italy's most prominent footwear companies with Assocalzaturifici's Young Entrepreneurs Group, and our first stop will be in the Marche region"*.

"We must know and understand before we can have an impact," **says Elisa Lanciotti, Chair of Assocalzaturifici's Young Entrepreneurs Group.** *"And we who work for the companies want to offer added value. Young people need to learn to work as a team, and to do this, we need to get to know one another. This will allow us to lay down the foundations to do something concrete in the business."*

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And because I really believe in teamwork, we will be working on this project with young people from other Confindustria Moda associations. I wish to thank our Chair, Siro Badon, for focusing on professional development and helping us get this process going. In the years to come we will be seeing generational turnover, and the people taking over key positions in the companies must be educated and highly specialised”.

The event in the Marche is the prelude to subsequent events. “We’re planning another event in Umbria with Brunello Cucinelli and in Forlì with the Ferretti Group,” concludes Lanciotti. “This adds to the professional development available, offering an opportunity to observe both the fashion industry and the top-quality manufacturers in action.”

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