

english summary

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COMMUNICATION

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GRUPPO ALIMENTARE ROMANO FREDDI (pagg. 18-19). Mantua Surgelati, Bustaffa, Columbus and Effegi Service form the new born Gruppo Alimentare Romano Freddi. Altogether, the four companies own ten plants and brands and employ over one thousand people; they develop a turnover of approximately 400 million Euros.

F.I.L.A. (pagg. 50-51). The company has been for 90 years to the service of creativity guiding children, students and professionals through the writing, design and model world. F.I.L.A with its products is a true leader both in Italy and worldwide, on the school desks, in professionals' offices and breast pocket of jackets.

NOVARESE ZUCCHERI (pagg. 90-91). The company, which has been active for nearly 50 years in the sugar market, satisfies in the best possible way its customers' needs thanks to a policy of development and innovation research, confirmed by the opening and the extension of Casalbeltrame plant and the recent new products.

INTERVIEWS

CONAD (pag. 75). Also in a year of hard crisis like the one left behind, Conad grew and kept reaping the fruit of a strategy that makes it a dynamic retailer also at international level. We speak about it with the Francesco Avanzini, commercial director.

GE.FI (pag. 127). Antonio Intiglietta, president of Ge.Fi, event organizing agency, announces in advance the contents of the sixth edition of EIRE (Expo Italia Real Estate), that will be held at Fieramilano from 8th to 10th June 2010.

RECKITT BENCKISER (pag. 58). The multinational company, born by the merger between Reckitt & Colman and Benckiser, has just had its ten birthdays, under the banner of growth and innovation: we speak about it with Paolo Cavallo, managing director of the Italian branch office.

VIIDEO (pag. 104). Viideo is one of biggest social networks for professionals, thanks to its approx. 30 million customers shared between Europe and rest of the world. Dan Serfaty, Co-founder and Ceo, helps us in understanding Viideo's development policy and strategy also in Italy.

PRODUCTION INNOVATIONS

ESSEQUATTRO (pagg. 120). Ideabrill® is the European patented fresh-saver wrapping paper that allows the preservation of counter fresh foods for a longer period of time.

FOCUS

ARNEG (pag. 145). The winter test of the first synergic integrated technology of Arneg has been completed. The objective was to condition a point of sales of approx. 200 sm. only by exploiting the waste heat of the cooling plant of refrigerator cabinets.

BIO SLYM (pag. 73). The Dutch multinational Royal Wessanen, European lea-

a greater offer segmentation would be necessary.

BOOKS

Promising young talents in the bookshop pag. **93**
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THE FORUMS BY LARGO CONSUMO

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The pack is a trade marketing lever in the feeding of children and boys. Producers, retailers, consulting and pack solution companies discussed this topic in a round table.

SOLUTIONS

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More and more often employees bring to the office their lunch food, preserved in different boxes, then heat it in microwave ovens. Which are the most comfortable, and mainly better, solutions for our health?

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PROFESSIONS

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The need of a professional figure able to operate in different fields and work to value the territory and its resources, is felt in the refreshment sector, to win the challenges of a more and more globalized market.

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The prices watchdog must mainly deal with the price control. It is a professional figure with a great future, if we consider that his function becomes crucial due to the greater and greater competitiveness among enterprises.

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der in the field of packed biological products, decided to strengthen in Italy its two important brands belonging to Polo Salutistico, Bjorg and Efficance.

HENDRIX (pag. 40). The feeding of breed fish is a fundamental ring of the water culture supply chain. Skretting, world leader brand present in Italy with the production plant of Mozzecane, in the province of Verona, is operating in the fish breeding sector.

ITALIA ZUCCHERI (pag. 89). Within the current market context, Italia Zuccheri commits itself to offer the consumers the only sugar guaranteed and certified by the Italian supply chain. The company positioning is not going to change.

LA VIS (pag. 77). Storie di Vite, the historical proposal of La-Vis Group on the modern channel, is a selection of 9 wines obtained from a vineyard of over 1400 hectares that composes the cooperative reality of La Vis.

MENÙ (pag. 33). A catalogue containing more than 700 products. Starters, first courses, side dishes, second course, dessert and condiments. This and other is Menu, the strongly growing company located in Modena, which has been active since 1932.

PASTA BERRUTO (pag. 59). Decades of tradition and experience are compose the professionalism of Pasta Berruto that can offer a wide range of pasta: dried, egg, integral, biological, three-color added with tomato and spinaches and stuffed.

SMARTFREEZE (pag. 143). Smartfreeze designs, develops and commercializes monitoring and control systems, also remote, of equipment operating in the cold chain sector.

VITICOLTORI PONTE (pag. 61). Cooperativa Ponte, with its 1.500 associates, its president Giancarlo Guidolin and 2,000 hectares of cultivated vineyards, is one of the most important wine growing realities of Veneto. Its territory ranges from the north of Venice to the piedmont area in the province of Treviso.

SPOT

ACCENTURE (pag. 132). IdeaTRE60 (www.ideaTRE60.it), the first Italian social media, created by Fondazione Italiana Accenture, dedicated to the development of innovation for the community, is born.

ALEA (pag. 55). Alea has been the synonymous of made in Italy in the man shirt industry since 1952. The research and development of new materials make Alea a reference point in the field of the Italian shirt industry.

FIORITAL (pag. 41). Fiorital is a company, located in Venice, leader in the fishing market: a position achieved thanks to the pursuit of the highest quality standards along the entire supply chain.

INAGRA (pag. 88). Inagra commercializes a wide offer of sugar according to the various intended use, diversified by product typology.

SPECIAL THEMES

ISTITUTO ITALIANO IMBALLAGGIO (pagg. 4-9). The 23 competitors for the "Oscar dell'Imballaggio 2010" introduce packaging and packaging solutions they designed keeping an eye on environment, without losing sight of the basic functions of protection, preservation, consumer addressed design, marketing and communication values.