

Italy

Lifestyle & Business Tour



by **Benesol** Consulting GmbH



La Dolce Vita & Business

Experience Italian culture, lifestyle and diversity. With us you receive the possibility to discover Italy and its excellence from a very personal site.

Italy is famous around the world for its music, art, fashion, food and wine. But also sports, medical science, automotive industry, scientific and technological knowledge are very interesting industries in Italy.

[Our long lasting experience and selective business relations](#) give you the opportunity to gather numerous contacts to build up business relations.

We plan regarding your wishes

On the following sites we will show various sightseeing of the journey in more detail, that you had already seen in our example-tour. You can replace or book these points in addition to our standard program.

Contact us to plan your Lifestyle & Business Tour individually!



Discovery-Tour in north Italy ... around the beautiful town Bologna

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Lamborghini Factory & Museum

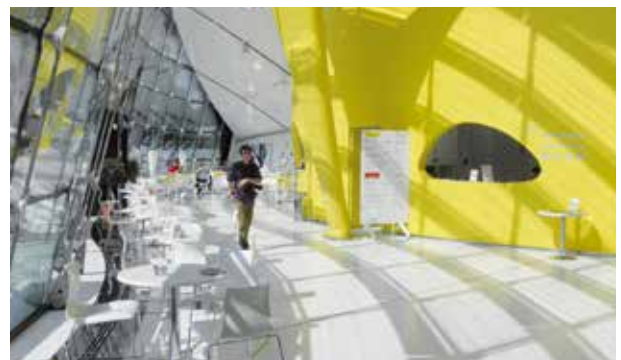
Inaugurated in 2001, the Lamborghini Museum reviews all the important milestones reached by the House of the Raging Bull, with a foray into the past that has a strong emotional impact on fans of luxury super sports cars. The Murciélago was the first masterpiece displayed in this inspiring location in Italy's Motor Valley. At its side gallops a broad collection that includes the Miura S and its iconic "eyelashes", the 350 GT, the Countach S, the Jalpa, the Espada, the Sesto Elemento, the Reventón and the other exclusive supercars that have turned the Raging Bull into a legend. Engines, models and photos help provide visitors with a complete overview of the history of this automotive saga, which is continuing in the slipstream of Ferruccio Lamborghini's first visionary idea.



Ferrari Factory & Museum

The space dedicated to Enzo Ferrari, rather than a museum in the traditional sense of the word, is a fascinating, exciting event that manages to combine truly unique elements: in the futuristic 2,500 m² pillar-free hall visitors can get close and personal with the many cars exhibited, but also experience a show that – through an immersive biopic screened using 19 projectors – tells Enzo Ferrari's incredible life story, spanning 90 years, taking them through his various incarnations: from the child who discovered racing at the beginning of 1900 to the pilot, from the manager of Scuderia Ferrari through to the manufacturer with so many triumphs to his credit. The counter-piece to this injection of pure emotion is the Museo dei Motori Ferrari, housed in the painstakingly renovated workshop where Enzo's father used to work: a history within the history that enables visitors to understand why Ferraris are such unique cars.

After our visit of the Ferrari-museum, we will let fade away the evening with an exclusive dinner at the museums restaurant (The group will be alone with no other guests to really enjoy the atmosphere)





Tonino Lamborghini

The story of an Italian legend recognized for the famous Raging Bull continues.

The Group celebrated its 30th anniversary in 2011. Located in the magnificent Palazzo del Vignola, a Renaissance villa outside Bologna, the Tonino Lamborghini Group is reaping the rewards of a strategic process begun in 2009, with new projects dedicated to the most exclusive and luxury markets and aimed to emphasize the essence of the brand: Italian genius with an uncompromising spirit.

Extreme, luxury: watches, mobile, eyewear, accessories, leather goods, biking, furniture, food and beverage hospitality, art and design, smoke accessories, cabin bag, design, etc





Watches

The catalog offers a scrupulous selection of the most exclusive and rare models on the market. High Horlogerie, of the historical brands which have made famous this precious sector such as:

Rolex, Cartier, Patek, Panerai, Omega, Breitling, Jaeger and many other brands. Our experts are at your disposal in the shop in Bologna, to show you the complete collections of all brands, in many variations, colors, quadrants, the style, the design typical of each model. The sector expert managers, will advise in the purchase of your watch.

Offer of watches at great prices, with a particular specialization for old and vintage models with a vast assortment.



Maserati Factory

You enter the exclusive world of Maserati, pure passion and design ...

Officine Alfieri Maserati was founded on 1 December 1914 in Bologna, Italy. Since then, Maserati has played a consistently important role in the history of sports car culture and its development.

Nearly a century of activity has brought with it glorious achievements both on the road and the track as well as more challenging times, which have helped forge the company's character and personality.

However, Maserati's history involves more than its glorious sporting achievements and the launch of great road cars. The company has also developed industrially over the years. Today our pride is reflected in the values that define the brand - innovation in the management of human resources and the working environment, and transparency in customer relations.

Its relocation from Bologna to the current site in Viale Ciro Menotti, Modena, in 1940 and its acquisition by Ferrari, completed in 1997, are just two examples of the many major events in the development of Maserati's expansion strategies and the launch of its new cars.

Maserati is a brand that began life in a local context but then went on to become a major international player, with representation in 61 countries. In this section, you can relive Maserati's enthralling history and get to know the people, achievements and cars which have made the brand famous.



Centergross, the Trade City

Centergross operates as a veritable trade city, where professional services including a crèche, banks, a post office, logistics and consulting services and catering, restaurants all contribute to increasing the value of businesses which work there, and are fundamental for ensuring the comfort of the many visitors who spend entire days at the district carrying out research, finding out about the latest fashions and making important purchases. A large commercial hub to increase the productivity and efficiency of businesses, improving their quality of service and increasing sales volumes. Joining the District means being part of a dynamic, competitive world with an International flavour.

Figures:

The district covers an area of more 1 million square metres, of which:

400.000 m2 of exhibition space

100.000 m2 of offices

50.000 m2 of other services

Centergross is visited by 10.000 Italian and international buyers a day. The overall turnover is approximately 5 billion EUR, 60% of the district's trade is foreign:

Asia, Europe, United States and the Middle East and in 2012 it recorded more than 1.664.443 accesses. The centre consists of 540 businesses (1 in 4 working in the women's clothing sector) and has 6.000 workers (more than 60% of whom are women) who work for/inside Centergross every day.

All in all we offer:

- 240 fashion brands
- 98 businesses producing textiles and accessories
- 94 businesses specialising in high technology trade
- 111 service providers.

The project triggered the loyalty and courage of a group of private small and medium businesses which, in just a few years and using their own capital, with normal mortgages with no subsidies, no public funding, no state support, created this huge project, which still today has the advantage of being not only useful and advantageous for the companies and investors, but also a project for the public good.



Parmigiano Reggiano is a PDO (Protected Designation Origin) product, PRODUCED SINCE 1200

This means that its distinctive features and its link with the area of origin are guaranteed by a system of EU rules designed to protect both consumers and producers. Production is carried out according to the product specification of the PDO, and it's certified by an independent body.

The trademark Parmigiano Reggiano can only be put on a cheese:

- produced and processed in the place of origin
- produced according to strict rules, which require precise production methods (Production Standard), controlled feeding of the cows (Feeding Regulation) and qualitative selection and marking.

Milk and cheese production takes place in the provinces of Parma, Reggio Emilia, Modena, Bologna to the west of the Reno River and Mantua to the east of the Po River.

The quality is dependent on the place of origin, the natural feed and the high quality milk with no additives. During the long ageing process, natural fermenting agents in the milk give the cheese its particular flavour and texture, in other words, its typicality. The milk is produced by cows fed according to strict regulations that allow the use of grass grown only in the place of origin, together with natural animal feed. Certain food-stuffs are strictly forbidden:

- any kind of silage (e.g. corn silage) or fermented food
- animal origin feed or any by-product of the food industry

The cows are milked twice a day and the milk is taken to the cheese house within two hours of each milking. Doctors and nutritionists agree that Parmigiano-Reggiano can play an important role in a balanced diet

and, because of its nutritional values, they recommend that it's included in everyone's diet. Paediatricians recommend it in the diet of children of all ages for its many proteins, easy digestibility and concentrations of calcium and vitamins so necessary for growth.

Besides being rich in calcium, phosphorous, trace elements and vitamins, it is highly digestible. It has one of the lowest cholesterol levels of any cheese. The milk is used straight from the cows – fresh and without additives or treatment of any kind.

Parmigiano numbers:

- 12 months minimum "maturation", seasoning
- 24 months of "maturation", seasoning media
- 70 months, from 36 to 70 months max of maturation
- 0 silage absolute prohibition of use of fermented hay for the cows
- 0 additives and preservatives in the production
- 15 liters of milk for the production of 1 kg of final "Parmigiano cheese"
- 550 liters of milk needed to produce a wheel of "Parmigiano"
- 40 kg weight of a final wheel "Parmigiano"
- 3.507 farms that give the checked milk to the dairies certified
- 248.390 cows over 24 months of age for the production of milk, about 15% of the Italian production of milk
- 384 dairies certified producers
- 3.307.221 Number of wheels "Parmigiano" produced
- 1.924 million euro, estimated production
- 50.000 people involved in the productions
- 45.800 tons exported, 34% of the total production



Mortadella (famous Bologna salami)

Mortadella is a truly unique delicacy and the product of years of history and tradition, which have given it its distinctive aroma and taste. It is not a complex product but takes a lot of careful work and dedication to make, modern technology to guarantee safety and quality, and a lot of passion from our people.

We have a fully-efficient and highly effective production, packaging and shipping line which is worth seeing in person to fully appreciate the mortadella we make, as not all mortadellas are the same.

At Felsineo, we have a long and well-proven experience of welcoming school groups and delegations to our facilities. You can see how our organisation is structured, what types of jobs are involved, what quality and safety policies we practice and what the main features of our mortadellas are.

During the day, you get to visit our production plant where you can see each part of the production, packaging and delivery process. If you want to see all this for yourself, then Felsineo will be only too happy to welcome you to our main site. Afterwards you'll be offered a tasty snack, and the chance to savour all our delicious mortadellas.



Antica Foma Salumi

After years working in this sector, our goal is still the same: improve our products quality. To us is vital to spread our knowledge over generational turnovers, for our motto is: Companies are made out of men. As a matter of fact, more than a half of our employees are working with us for over 30 years. We always have been kept up with technology, but some processing solutions are still the same over the years, to give customers a first-class product.





Olive Oil

Olive oil is how we refer to the oil obtained from the fruit of olive trees. People have been eating olive oil for thousands of years and it is now more popular than ever, thanks to its many proven health benefits and its culinary usefulness.

Olives can only grow in certain regions, yet millions of people are involved in olive oil production throughout the world and the culture of olive oil is rich and vital. Olive oil is a monounsaturated fat and the cornerstone of the famous Mediterranean diet. Most people choose olive oil because of its many proven benefits to human health

The best type is extra virgin olive oil. It is extracted using natural methods and standardized for purity and certain sensory qualities like taste and smell. Olive oil that is truly extra virgin has a distinctive taste and is high in phenolic antioxidants, the main reason why (real) olive oil is so beneficial

We will give our guests the possibility to visit the whole factory with its production line and will also take part in a delicious tasting of olive oil. Certainly we will help you in any business conversation or just for shopping.

Aceto Balsamico tradizionale di Modena

The production of the Traditional Balsamic Vinegar of Modena is an old tradition for the modenese families and the Malpighi Family is one of the oldest producers in Modena, the family has been producing vinegar since 1850. Today Acetaia Malpighi exports its products in all over the world, the Malpighi brand is synonym of the luxury "made in Italy", the excellence of the Balsamic vinegar.

The innovation and the creativity are the basic principles for Acetaia Malpighi, for this reason the company has an expert and highly qualified Staff, that follows the philosophy of the Malpighi Family from the production of the Traditional Balsamic Vinegar of Modena until the develop of the products.

After 15 years of experience in the hospitality branch with records numbers, -over 25,000 people a year, who thanks to the educational, visit the old vinegar factory that produces Traditional Balsamic Vinegar since 1850- Acetaia Malpighi creates its "business card" of hospitality for a new "hit and run" tourism. With the creation of Taste & Tour, on the outskirts of Modena, just 300 meters from the Modena south motorway, a location of 1,000 square meters, where you will find a real cultural journey to discover the secret, and the techniques of production, of Modena's Traditional Balsamic Vinegar.

Here tourists, accompanied by expert guides, can visit the "Acetaie" of the Malpighi family and take part to educational to learn about and discover the techniques of production of Modena's Traditional Balsamic Vinegar. Visitors can also taste this gastronomic excellence of the Modena's territory, and buy it at our show room together with a wide range of Malpighi's products.



Wine

Italy is the world's largest producer and consumer of wine and is one of the world's premier wine exporters. It is practically a nation of vines. Vines carpet all 20 of its regions, from the snow-covered peaks of the Alto Adige to Apulia, the forgotten toe of Italy, even offshore to the islands of Sicily and Sardinia.

The statistics are staggering: 4,000 years of winemaking history, 20 wine regions, 96 provinces, 1,000-plus grape varieties, 4,200 or more wine styles and over two million wine producers. Add to these head-spinning numbers that there is no simple way to decipher an Italian wine label. The most prominent name on the label could be a town, a grape variety or a producer.

You will have the chance to visit some of these very attractive vineyards. Not only for the production of the wine and its side-products, also to get a fantastic feeling of the Italian flair and coziness.

Our guests will visit the vineyards, their fantastic atmosphere and will enjoy the day with a delicious tasting in a beautiful landscape.





City of Bologna

Home to the oldest university in the world, University of Bologna, founded in 1088, Bologna hosts thousands of students who enrich the social and cultural life of the city. Famous for its towers and lengthy porticoes, Bologna has a well-preserved historical centre (one of the largest in Italy) thanks to a careful restoration and conservation policy which began at the end of the 1970s, on the heels of serious damage done by the urban demolition at the end of the 19th century as well as that caused by wars.

An important cultural and artistic centre, its importance in terms of landmarks can be attributed to homogenous mixture of monuments and architectural examples (medieval towers, antique buildings, churches, the layout of its historical centre) as well as works of art which are the result of a first class architectural and artistic history. Bologna is also an important transportation crossroad for the roads and trains of Northern Italy, where many important mechanical, electronic and nutritional industries have their headquarters.

According to the most recent data gathered by the European Regional Economic Growth Index of 2009, Bologna is the first Italian city and the 47th European city in terms of its economic growth rate. Bologna is home to prestigious cultural, economic and political institutions as well as one of the most impressive trade fair districts in Europe. In 2000 it was declared European capital of culture[8] and in 2006, a UNESCO "city of music".

The city of Bologna was selected to participate in the Universal Exposition of Shanghai 2010 together with 45 other cities from around the world. Bologna was named „Liveable City“ because of its cultural life and highly developed standard of living. Bologna is also one of the wealthiest cities in Italy, often ranking as one of the top cities in terms of quality of life in the country: in 2011 it ranked 1st out of 107 Italian cities.

Bologna is an international city, with 25 consular representations for the following countries: Morocco, Moldova, Romania, San Marino, Austria, Belgium, Brazil, Costa Rica, France, Germany, Greece, Luxembourg, Malta, Mexico, Monaco, Nicaragua, Norway, Netherlands, Poland, Spain, South Africa, Switzerland, Hungary, Uruguay and Venezuela.





Good to know

Everything we have shown you in our brochure is just a small selection of our whole programme.

It is not easy to show everything, but you have to know that our main target is to build up a trustful longterm business relationship. Our expertise of 30 years gives us the possibility to accompany our partners in all sorts of activities like business, bureaucratic and cultural matters. We also have the ability to fully set up projects regarding your requirements.

We can create business relationships for our customers, solve logistical and political matters, search for real estates, do consulting or helping you to get connected to other specific consultants.



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