



## **ANDREA ILLY RE-ELECTED CHAIRMAN OF THE ALTAGAMMA FOUNDATION. BOARD OF DIRECTORS ENLARGED.**

*Milan, 17 December 2015.* The Altagamma Foundation Board of Directors has re-elected **Andrea Illy** to serve as Chairman for the 2016-2018 three-year period.

In this role, Illy will once again be supported by Acting Vice Chairman **Paolo Zegna**, by a tight-knit and dynamic team of Vice Chairmen made up of **Armando Branchini, Matteo Lunelli, Claudio Luti, Laudomia Pucci and Lamberto Tacoli**, and by General Manager, **Stefania Lazzaroni**.

The Board of Directors has also been re-elected and numbers 24 members: in addition to the Foundation's top management the Board comprises **Stefano Agostini** (Sanpellegrino), **Nerio Alessandri** (Technogym), **Stefano Alessi** (Alessi), **Carlo Alberto Beretta** (Bottega Veneta), **Rossella Bisazza** (Bisazza), **Francesca Bortolotto Possati** (Bauer Hotel), **Fabio Boschi** (Perini Navi), **Maria Cristina Buccellati** (Buccellati), **Brunello Cucinelli** (Brunello Cucinelli), **Claudio Domenicali** (Ducati), **Giuseppe Fontana** (Villa d'Este), **Giovanni Geddes da Filicaja** (Ornellaia), **Carmen Moretti** (Albereta e Andana), **Aldo Melpignano** (Masseria San Domenico), **Giuseppe Prezioso** (Max Mara), **Dario Rinero** (Poltrona Frau) and **Gabriella Scarpa** (Acqua di Parma). The top management and the Board will continue to count on the support of Founding Chairman **Santo Versace** and Honorary Chairman **Leonardo Ferragamo**.

The Board of Auditors will be made up of **Maurizio Dall'Occhio**, who also takes over the Chairmanship, and statutory auditors **Federico Regalia** and **Maurizio Zanella**.

### **Greater institutional visibility**

With the re-election of Andrea Illy, the Altagamma Foundation continues its renewal process which has served to strengthen its institutional position. A strategic positioning process to make the Italian luxury cultural and creative industries more competitive, contributing to the economic and social growth of the country as per the Altagamma mission.

The 2016-2018 three-year plan continues to pursue the goal adopted during Andrea Illy's first mandate of operating in three strategic macro areas:

- Business Development: Institutional relations, Studies and Research, Networking
- Business Culture: Strategic Consultancy, Training
- Promotion: with projects to emphasise the key values of our businesses (recent example: Panorama or Fondazione Italia Patria della Bellezza)



The crux of Altagamma Foundation's strategy is the strengthening of the public-private partnership identified as an essential ingredient for the revival of the segment and the economy in general. A practice which in 2015 led to the sharing of a **proposal document** with the Government which aims to preserve or increase the share of Italian brands in the global market.

Andrea Illy remarked: *"the strategy that will continue to guide us in 2016-2018 is that of the consolidation of the Altagamma Foundation's institutional profile and the aim is to strengthen the exclusive role that Italy plays in the international context, thanks particularly to its luxury cultural and creative industry which represents the best of Italian tradition and innovation in the world and drives the entire industrial system."*

### **Strategic Projects in the next three years**

The Italian luxury industry is currently worth around €100 billion and has a 10% share of a global market that grew by 14% in 2015 (at a constant rate). The long-term goal of the programme that Altagamma presented to Deputy Minister Carlo Calenda is a 50% increase in this share over the next 10 years through the creation of a *Strategic Altagamma Industry Working Group* that pairs various entrepreneurs and state investment funds with the Foundation.

Another key project of the 2016-2018 three-year period is the creation, in the Science and Technology Park that should be opened in the post-EXPO area, of the **Polytechnic of Italian Know How**, a genuine training hub for passing on the artisan and manufacturing expertise of the Italian cultural and creative industry.