

"MANUFACTURING TALENTS"

Made in Italy pushes Italian GDP but in 5 years 236 thousand professional profiles sought by companies will be lacking.

Rome, May 30, 2019 - *"In the coming years manufacturing companies and Made in Italy brands, starting with those of excellence, will lack a substantial part of the skilled workforce that serves their growth. Companies from 5 different sectors will seek **236,000 talents, many of them from manufacturing areas**".* This was stated by **Andrea Illy, President of Fondazione Altagamma** in occasion of the Strategic Consultation meeting held today at Palazzo Montecitorio, Rome.

Fondazione Altagamma gathers all the top companies from the High Cultural and Creative Industry that see as their mission the promotion of Italian lifestyle abroad.

The book **"I TALENTI DEL FARE"**, which collects the stories of Altagamma's member companies, was presented in occasion of the event. **Arduino Salatin** (Dean of the Salesian University Institute of Venice) coordinated the data driven section of the publication, while **Stefani Micelli** (Professor at the University of Ca 'Foscari di Venezia) contributed with a chapter on Made in Italy brands and crafts, seen as fundamental elements for the quality of our products.

The book opens with a preface by **Alberto Bonisoli**, the **Italian Minister for Cultural Heritage and Activities**, and an introduction by Andrea Illy, President of Altagamma that tries to capture the current scenario with this premise: in Italy, youth unemployment is at 30%, which is 7 percentage points higher than the European Union average (23%). And yet, over the next five years, Italian companies operating in the sectors represented by Altagamma will need hundreds of thousands of talents, **70% of whom are technical and professional figures**, who, according to Altagamma's forecasts¹, will not be available.

With regards to the latter, Minister Bonisoli stated: "Thanks to the invaluable heritage of Italian companies, and with the cooperation of the institutions, we can guarantee a serious work that is needed in order to restore manufacturing jobs and to offer adequate training. We are thus contributing to the development of the sector and to the redevelopment of these professions, but we are also promoting new meanings and further fascinations of the made in Italy concept".

In addition to the book, the **"MANifesto"** campaign was presented. This is a 30 seconds advertising campaign on Italian manufacturing, created pro-bono by **Discovery Italia** for Altagamma and produced by the internal creative team under the direction of **Laura Carafoli**, **Chief Content Officer** and Head of all the contents of the Discovery Group in Italy. The campaign will be broadcasted in September on Real Time as well as on other channels belonging to the Discovery portfolio. The video will also be presented to other televisions that are sensitive to the theme and that are keen to make a valuable contribution to the campaign.

For the first time, thanks to Altagamma's research, the number of professionals that will be needed between now and 2023 were brought to light. The sum of these forecasts leads to a significant amount of **236,000 people**, of which about 70% are technical and professional profiles:

FASHION:	46,400 for fashion industry
DESIGN:	18,300 for design industry

¹ The data processed by Altagamma, curated by Prof. Arduino Salatin, is based on Unioncamere data and the Foundation collaboration

FOOD:	49,000 for food industry
HOSPITALITY:	33,220 for hospitality industry
AUTOMOTIVE:	89,400 for automotive industry

During the Altagamma Day, two member companies of Altagamma expressed their opinion on the issue: Serge Brunschwig, CEO and Chairman of FENDI and Stefano Domenicali, CEO and Chairman of AUTOMOBILI LAMBORGHINI. These two companies work in very different sectors and yet they share the same urge to raise public awareness in Italy on such a crucial emergency for the country.

The most requested professional figures will include:

- developers, mechatronics and maintenance personnel, for the automotive sector
- winemaking technicians, communication & marketing technicians, hospitality and wine tourism guides, for the food & beverage sector
- technicians specialized in footwear, leather goods, tailoring, fabric and knitwear, as well as prototypists, for fashion industries
- specialists in hospitality, care, catering, for the hospitality sector

In fact, in Italy, only 30.7% of all students chooses technical schools at the end of secondary education. And only 15% decides to pursue the academic career at Professional Institutes. As a matter of fact Traditional High Schools absorb more than half of the students after middle school. Only 10,000 students are enrolled in Italian Higher Technical Institutes, a very small number compared to German equivalents – Fachhochschule – which reach 880,000 pupils, and to the French who release the BTS (Brevet de Technicien Supérieur) and attract 240,000 students.

What are the causes of this situation and what can be done?

The reasons are complex and require a systemic analysis.

Altagamma firstly proposes the creation of an institutional working table to further explore the necessity to advance specialized training opportunities for young Italians. This table would shed light on the various critical issues revolving around the manufacturing sector and would also see the participation of companies operating in the sector.

Secondly, a communication manouvre needs to be activated, one that valorizes jobs in the manufacturing sector, which are considered unattractive and outdated by young people.

For this reason, in the book “24 Altagamma Corporate Academy”², Altagamma decided to highlight the work done by member companies with the creation of in-house educational and apprenticeship laboratories, initiatives that testify to the value that these companies give to these kind of professions. This section was integrated with the 77 Technical and Professional Institutes that have started partnership programs with

² Classe di Gelato e Team Massari (**Agrimontana**), Azimut Yachts Academy (**Azimut Benetti**), Scuola dei Maestri Pellettieri (**Bottega Veneta**), Scuola di Arti e Mestieri di Solomeo (**Brunello Cucinelli**), Bvlgari Jewellery Academy (**Bvlgari**), Progetto Desi e Accademia Ducati (**Ducati**), Made To Measure Academy (**Ermenegildo Zegna**), Sistema di Academy FCA (**FCA Group**), Scuola di Pelletteria (**Fendi**), Scuola dei Mestieri (**Ferrari**), École del l'Amour (**Gucci**), Dorchester Collection Academy (**Hotel Principe di Savoia**), Università del Caffè (**illycaffè**), Scuola di Sartoria (**Gruppo Isaia**), Scuola di Alta Sartoria (**Kiton**), Automobili Lamborghini Academy (**Lamborghini**), Accademia dei Mestieri (**Loro Piana**), Istituto dei Mestieri di Eccellenza – IME (**LVMH**), Fondazione Giulia Maramotti - IIS Leopoldo Nobili, Retail Academy e Technical Academy (**Max Mara**), Pomellato Virtuosi – Academy del Gioiello Italiano (**Pomellato**), SR Academy (**Sergio Rossi**), Technogym University (**Technogym**), Bottega dei Mestieri (**Tod's Group**), Bottega Couture (**Valentino**)

Altagamma's member companies. The intention is to build upon a future where "manufacturing talents" can become protagonists.

With the same objective, the "**MANifesto**" commercial could be seen as the potential first step of Altagamma's mission to raise awareness on the matter.

#talentidelfare #giornataaltagamma

ALTAGAMMA FOUNDATION

Since 1992, Altagamma Foundation gathers High-End Italian Cultural and Creative Companies, recognized globally as authentic ambassadors of Italian style. The Altagamma members operate in multiple sectors among which fashion, design, jewellery, food, hospitality, automotive, yachts and wellness. The mission is to increase the competitiveness of the High-End industry contributing to Italy's economic growth. Altagamma represents a 115 billion euros industry, and contributes 6.85% of Italy's GDP. The export quota is 53%. It involves 402.000 employees, both directly and indirectly.

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