

## THE LAUNCH OF ALTAGAMMA CLUB CHINA

The Altagamma Foundation network is expanding, raising the profile of Italian style, excellence and creativity in China, in partnership with the MAECI

**20th November 2019.** Altagamma's international networking project is growing, with the opening in 2020 of **Altagamma Club China** in Shanghai. Established on the 50th anniversary of the bilateral diplomatic relations between China and Italy, and in the Year of Italy-China Culture and Tourism, Altagamma Club China aims to **strengthen economic, political and social relations between the two countries**, in partnership with the **Ministry of Foreign Affairs and International Cooperation (MAECI)** and the **Italian diplomatic network**.

The initiative is part of the **framework agreement** signed by the Chairman of Altagamma, Andrea Illy and MAECI, with the aim of raising the international profile of the highest quality Italian products. Altagamma Club China will create a working group of representatives of leading Italian companies to identify joint initiatives and new opportunities for promoting high-end companies.

**Mirko Bordiga**, Managing Director of Maserati, will be the coordinator of Altagamma Club China, working closely with the Italian diplomatic and consular network in China, and **Lelio Gavazza**, Executive Vice President Sales and Retail for Bulgari and international project coordinator for Altagamma.

According to **Andrea Illy, Chairman of Altagamma**, *"After the launch of the first Club in Netherlands in 2018, China was an essential step for the expansion of the Altagamma Club project. The Chinese domestic market for luxury is growing strongly, and is expected to reach 80 billion euros in 2025. At present in the luxury sector one consumer out of three is Chinese. Strengthening our direct relationships in the region will prove increasingly strategic for Italian companies and Altagamma Club China will be committed to fulfilling this specific objective"*.

**Ivan Scalfarotto, Under-Secretary of the Ministry of Foreign Affairs and International Cooperation**, stated: *"Quality is a constant, essential characteristic of Italian made products. In an increasingly competitive world, products that present a high level of added value, a direct expression of our companies' expertise, must be a key focus for government action. Internationally, there is a growing demand for Italian products and Italian quality, and this should be viewed in an extremely positive light with regard to the future growth of Italian manufacturing"*.

*"The Altagamma Club China will give a positive contribution to all Italian high-end companies on a variety of issues"*, commented **Lelio Gavazza, Executive Vice President Sales and Retail for Bulgari and General Coordinator of Altagamma Club**. *"These include monitoring changes in tourism trends in China, fundamental for the luxury market; organizing events on Italian style; cooperating with design schools and universities, and creating luxury travel experiences in Italy for Chinese visitors"*.

### ALTAGAMMA MEMBERS

**FASHION:** Agnona, Alberta Ferretti, Bottega Veneta, Brioni, Brunello Cucinelli, Corneliani, Emilio Pucci, Ermenegildo Zegna, Etro, Fedeli Cashmere, Fendi, Gucci, Herno, Isaia, Kiton, Loro Piana, Max Mara, Missoni, Moncler, Piacenza Cashmere, Prada, René Caovilla, Salvatore Ferragamo, Sergio Rossi, Stone Island, Tod's, Valentino, Versace. **DESIGN:** Alessi, Alias, Artemide, B&B Italia, Bisazza, Boffi, Danese, Davide Groppi, Driade, Fantini, FontanaArte, Giorgetti, Kartell, Living Divani, Moroso, Poltrona Frau, Porro, Riva 1920, Valcucine, Zanotta. **HOSPITALITY:** L'Albereta, L'Andana, Bauer Hotel, Bellevue Syrene, Belmond Hotel Splendido, Bvlgari Hotel Milano, Capri Palace Hotel & SPA, Cristallo Resort & SPA, Hotel De Russie, Hotel Principe di Savoia, Lungarno Collection, Masseria San Domenico, San Maurizio 1619, Verdura Resort, Villa d'Este. **FOOD:** Agrimontana, Allegrini, Baratti&Milano, Bellavista, Ca' del Bosco, Calvisius Caviar, Campari, Domori, Ferrari Trento, Feudi di San Gregorio, Frescobaldi, illycaffè, Livio Felluga, Masi, Mastrojanni, Nonino, Ornellaia, S.Pellegrino, Segnana, Tenuta Luce. **AUTOMOTIVE:** Alfa Romeo, Dainese, Ducati, Ferrari, Lamborghini, Maserati, Pagani Automobili. **YACHTS:** Amico&Co., Arcadia Yachts, Baglietto, Benetti, Cantiere delle Marche, Cantieri

Navali del Mediterraneo, Perini Navi, Riva. **JEWELLERY:** Buccellati, Bvlgari, Chantecler, Pomellato, Vhernier. **OTHER SECTORS:** Acqua di Parma, Aurora, Davines, Manifatture Sigaro Toscano, Moleskine, Skira, Technogym.

#### **ALTAGAMMA**

Founded in 1992, Altgamma gathers the leading companies in Italy's high end cultural and creative industries, global ambassadors of Italian style and quality. Standing out for its transversal approach, Altgamma represents 110 brands from seven industries: fashion, design, jewellery, food, hospitality, automotive and yachts. Altgamma's mission is to contribute to the growth and competitiveness of Italy's cultural and creative industries, thus also contributing to boosting the country's economy. The high-end sector in Italy is worth 115 billion euros, 6.85% of GDP, and exports account for 53% of that figure. Directly and indirectly, the sector employs 402,000 people. [www.altgamma.it](http://www.altgamma.it)

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