



## **“EMERGING BRANDS AWARD - BELIEVING IN THE FUTURE” Second Edition**

**Nominations can now be put forward for the Altagamma Foundation Award dedicated to emerging Italian brands in the cultural and creative industries, in association with Borsa Italiana, Maserati and SDA Bocconi.**

Milan, 18 April 2016 – Nominations opened today for the second **“EMERGING BRANDS AWARD - *Believing in the Future*”**, developed and promoted by the **Altagamma Foundation** to support emerging Italian cultural and creative businesses in the **fashion, jewellery, design, hotel, food&beverage** and **transport** (automotive and nautical) sectors, as well as **digital businesses** that operate in these areas.

The Award is aimed at all Italian companies, on the market for no more than 10 years, which have a physical distribution structure and products that stand out for their quality and modernity (*The complete rules are available at [www.altagamma.it](http://www.altagamma.it)*). Nominations must be sent to the Foundation website by **15 June 2016**.

The Emerging Brands Award is targeted not at individual creative and entrepreneurial talents but at companies from different sectors which, although still emerging, are undergoing a promising process of consolidation and can benefit greatly from the support of the Altagamma Foundation and the project partners as they develop.

The second edition of the Award was organised in association with Borsa Italiana, Maserati and SDA Bocconi, and with the participation of L’Uomo Vogue.

- The 21 finalists, 3 per category, will be identified at the end of June by an **ADVISORY BOARD** made up of professionals and leading figures in the various sectors, which will evaluate the nominations and select the 21 finalists. The Advisory Board will comprise: Davide Paolini (food journalist), Antonio Cristaudo (Pittimmagine), Stefania Lazzaroni (Altagamma Foundation), Piero Lissoni (designer), Sara Maino (Vogue Italia), Cristina Morozzi (Istituto Marangoni Design), Walter De Silva (designer), Ettore Mocchetti (Traveller) and Luca Martines (Yoox Net à Porter Group).
- The 7 winners will then be announced by a **JURY** made up of Andrea Illy and the entire Altagamma Foundation Board, as well as the Project partners: Franca Sozzani, Editor-in-Chief of L’Uomo Vogue and Vogue Italia, Raffaele Jerusalemi, CEO of Borsa Italiana, Harald J. Wester, CEO of Maserati and Bruno Busacca, Dean of SDA Bocconi.

Andrea Illy, Chairman of the Altagamma Foundation, commented: *“We set up the Emerging Brands Award with the aim of supporting the growth of the most promising businesses in the new cultural and creative industries: a sector which has created over 200,000 jobs in the EU and which, worth 547 billion euro, represents 4% of the European GDP\*. National brands already have a 10% share of the global market and could grow by 50% in the next 10 years if properly supported. The Emerging Brands Award represents a*



*valuable mentoring scheme that creates new synergies between the excellent companies belonging to the Altagamma Foundation and the most promising emerging Italian businesses”.*

In fact, the Altagamma Foundation will offer the winners **Free membership in the Honorary Members category and a tailor-made mentoring programme** consisting of a series of meetings organised in member company sites to be held in 2017.

Meanwhile, Borsa Italiana will offer a **training course as part of the ELITE programme** and the chance to arouse the possible interest of international investors by introducing the winning businesses to them.

Maserati will present one award and will offer a **training course in various company departments**, organised according to the background and requirements of the winner, in order to better familiarise them with the dynamics of an exclusive brand on the international automotive panorama.

Finally, SDA Bocconi will offer the winners **a day of executive management training**.

*\*Frontier Economics 2014, The contribution of High-end cultural and creative industries to the European economy.*

Since 1992 **Altagamma** has brought together and represented the cream of Italy's creative industries, businesses that stand out for their innovation, quality, designs and services. Its members are global ambassadors of the Italian lifestyle and seek to make a tangible contribution to Italy's economic and social growth.

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