



Some 200 professionals seated at the charity dinner, the proceeds of which will go to the Monzino cardiology center, organized by Milano Finanza and Class Editori in Milan last March 3

COMPANY AWARDS

by Gian Marco Giura

At the Company Awards, the annual event organized by Milano Finanza and Class Editori, corporate managers and entrepreneurs offered a gust of confidence in the opportunities of the crisis. Five of them were mentioned for the Lombard Elite Award

Best Performers Awarded In Milan

The economic crisis and the difficulties of the real economy? The Italian entrepreneurs have confronted them with confidence and with a determination not to accept the negative messages arriving from the global market without putting up a fight. Instead they have acted with the objective of exploiting opportunities as they change and grow. That was the message launched by the protagonists of the industrial, commercial and services sectors gathered in Milan for the 2009 edition of the Milano Finanza Company Awards. The conferment of the awards is now an annual event for the leading managers and entrepreneurs, about 200 of whom were invited to the ceremony for the presentation of awards to those who turned in the best performance in the preceding year. The awards: Lombard Elite, Creatori di Valore and Leone d'Oro.

The Lombard Elite Award was created in collaboration with PriceWaterhouseCoopers, one of the world's top strategic and industrial consultancies. The award is dedicated to managers and companies that, during the year, acted with distinction in developing strategies of internal and international growth and, in addition, to successful corporate turnarounds or extraordinary and highly successful financial transactions.

The Creatori di Valori award, however, is assigned to the best-performing large, medium and small companies at the national and regional levels active in the main industrial sectors. The Leone d'Oro recognizes excellence in communications and was presented to the best investor relations

officer and to those responsible for the external relations of listed companies who have distinguished themselves for the great care and transparency shown in dealings with the market as well as with companies and agencies for the best institutional and product communications. The awards were presented during a charity dinner, the proceeds of which will go to the Monzino cardiology center. It is famous internationally for its research dedicated to the prevention of cardiovascular ailments.

Cesare Romiti, now president of the Italy-China Foundation, shared his confidence and enthusiasm for the changes the crisis has provoked with the audience. "For the companies and countries that are not afraid of diversity or a past that no longer exists but, instead, are ready to confront the new scenarios with courage and imagination. This kind of rea-





1) Cesare Fiorentini, general manager of Centro cardiologico Monzino, which benefited from the proceeds of the charity dinner, 2) Cesare Romiti, past CEO of the Fiat Group and chairman of Fondazione Italia-Cina, 3) Filippo Marazzi, chairman of the Marazzi Group, 4) Roberto Savini Zangrandi of CSI Piemonte, 5) Alessandro Bernini, investor relations officer of Eni, 6) Luigi Calabria, CFO of Finmeccanica, 7) Giovanni Bozzetti, general manager of Infrastrutture Lombarde, 8) the host attending the ceremony, 9) Roberto Colaninno, chairman of Alitalia and Piaggio, during his speech, 10) Gabriele Capolino, editor in chief of Milano Finanza with Gianni di Giovanni, Eni's financial officer, 11) Vittorio Colao, global CEO of Vodafone, during his linkup with Awards, 12) Salvatore Mancuso, vice president of Alitalia, 13) Giacomo Neri, senior partner of PriceWaterhouseCooper (left) and Luca Barabino, awarded with the Leone d'oro for corporate communication.

soning also applies to managers who know how to select the most suitable collaborators and to continue along a predetermined path to reach the target, without lending an ear to the criticisms of the moment.

Luigi Gubitosi (of Wind) said he was convinced that "incredible opportunities are opening up despite the crisis, because it brings pre-existing equilibriums into discussion, thereby creating new spaces on the market. The tenor of comments by other participants took the same line.

Roberto Colaninno, chairman of Piaggio and Alitalia; Paolo Scarni, CEO of ENI, and Vittorio Colao, global CEO of Vodafone, whose appearance was provided by a video linkup.

Colaninno noted that emphasis has been placed on innovation and that Piaggio was preparing to launch the world's first hybrid scooter on the market, while Scaroni sees in the collapse of oil prices a positive element for consumers, who will find almost an extra year-end bonus in their pockets. Colao explained how in a stormy sea of corporate difficulties a proper mix of organization, attention and human relations allows a company to bring forth its best values, even if that company has global dimensions, like Vodaphone. The most significant contributions of the evening are available on demand in the Class Editori video center. They can be accessed from the home page at www.milanofinanza.it and www.italiagoggi.it.