

ANNA MARIA ARTONI TELLS ALL IN THE BOOK ENTITLED "FIGLI DI PAPÀ A CHI?" DEDICATED TO THE 50TH ANNIVERSARY OF CONFINDUSTRIA'S YOUNG ENTREPRENEURS GROUP

Reggio Emilia, 02.04.2014 - Alberto Orioli's book entitled "Figli di papà a chi? Storia del movimento che ha cambiato la Confindustria" ("So you think we're spoilt brats? History of the movement that changed Confindustria") was presented in Milan, at the headquarters of Il Sole 24 ORE, the Italian national daily business newspaper. The volume traces the history of Confindustria's Young Entrepreneurs Group through its protagonists and their stories, with a wealth of information covering its establishment to the present day.

Besides the author, the President of Confindustria Giorgio Squinzi, the President of Giovani Imprenditori Confindustria Jacopo Morelli, the national past-presidents of Giovani Imprenditori Aldo Fumagalli and Anna Maria Artoni, the president of Confindustria Monza and Brianza Andrea Dell'Orto and the editor-in-chief of Il Sole 24 ORE Roberto Napoletano took part in the event.

During the book launch, Anna Maria Artoni reminded the participants how much energy had been focused, during her three-year Presidency, towards providing a concrete answer to the strategic problems restricting the growth of both enterprises and the country as a whole. Looking to the future for the purpose of forecasting complicated scenarios and providing a means for interpreting and governing them was the goal. "Never resign ourselves to decline" had always been the lowest common denominator of all the initiatives, rather be ready to invest in the future, in our enterprises and in our country so as to develop a new concept of Italy and Europe.

"Always on the move". That's how Orioli (deputy editor-in-chief of Il Sole 24 ORE) describes the Young Entrepreneurs Group. The volume includes a profile of Anna Maria Artoni, national president of Giovani Imprenditori from 2002 to 2005, wholly focused on "territorial cohesion".

Anna Maria Artoni concluded by underscoring how the Young Entrepreneurs must play an increasingly leading role in their enterprises and in society by developing new ideas and proposals for growth and for innovating the business system in Italy and Europe, while maintaining the values that inspired the history of the Movement.

Chapter 10 of "Figli di papà a chi? Storia del movimento che ha cambiato la Confindustria", some forty pages, is entirely dedicated to Anna Maria Artoni and to the strategic lines of her Presidency.

Artoni

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