



# Università degli Studi di Messina

## Dipartimento di Economia

Professor **Roberta Salomone** is glad to invite you to the seminar of

### Giulia Giuffrè

*Marketing Director of Irritec S.p.A.*



**BIOS:** Giulia Giuffrè studied economics at the Bocconi University in Milan, specializing in Strategy and Management. After several working experiences in commercial and marketing, since 2010 she has been working in Irritec, the business of her family. Founded in Sicily in 1974, Irritec is a worldwide Company leader in irrigation systems and selected in the 2018 as an example of excellence in the Italian circular economy. Today Giulia Giuffrè is the Marketing Director and brand ambassador of Irritec. She's also coordinator of the business unit dedicated to international sustainable agriculture projects. Always attentive to the protection of the environment, She promotes drip irrigation in the world, the irrigation method that guarantees the optimization of the water resource, avoiding waste in full respect of the crops and the ecosystem. She is Board member of the European Irrigation Association and collaborates with the World Bank's Water in Agriculture department. In 2018, she was a speaker at the XVIII Infopoverty World Conference, focused yearly at the United Nations Headquarters in New York on innovative solutions and best practices to empower the fight against poverty and for the achievement of the SDGs. Passionate about communication in all its meanings, Giulia Giuffrè has always loved photography and acting. As a theater actress for pleasure, she also played minor roles in several film productions.

Date	Topic/Discussion
<b>December 6<sup>th</sup>, 2018</b>	<b>A business model based on sustainability - Irritec: a smart irrigation leader</b>
14.30-17.00	Occasional actions of benevolence are not enough: we need a business model offering continuous utility towards society, ensuring sustainable development for future generations. A company must therefore find the right balance between efficiency, environmental sustainability and social responsibility. Irritec, a Sicilian company and worldwide reference for smart irrigation, aims to meet the challenges of competitiveness through sustainable innovation.
Room 4 (2 <sup>nd</sup> floor)	

The seminar is intended for students of the following course lectures: **Ecologia Industriale** (Consulenza e Professione) and **Sustainability Management** (International Management) – Dipartimento di Economia; **Sustainability Management** (Ingegneria e Scienze Informatiche) – Dipartimento di Ingegneria.

Other interested students, in order to participate, should send an email to [roberta.salomone@unime.it](mailto:roberta.salomone@unime.it)