



Università degli Studi di Messina

Dipartimento di Economia

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

Vania Pistolozzi

Marketing Manager of Azienda Agricola G. Milazzo Vini



BIOS: She started her work experience as Head of Advertising and External Relations in a publishing house in Florence. From the specialized paper press she passed to the Internet, first as Product manager of an international network of specialized sites and then, for the same company, as director and director of the group's French branch with responsibility for the complete start-up on this market. In these years she will follow important consultancy projects for institutions and companies as Senior consultant of a Florentine strategic management consulting company. From 2005 to 2007 she was Marketing Coordinator of a private Florentine university institute for US students, where she also taught in 2 courses. In the last ten years she has been marketing and communication manager of companies in the food and wine sector, from 2007 to 2013 marketing and communication manager of Jolanda de Colò spa and currently marketing manager of the Azienda Agricola G. Milazzo. She has also carried out didactic collaboration activities and some testimonies at the Universities of Udine, Teramo, and Modena and Reggio Emilia.

Date	Topic/Discussion
November 22nd, 2018 14.30-17.00 Room 4 (2 nd floor)	Azienda Agricola G. Milazzo. Sustainability as a core issue of the process of evolution and growth of the brand Milazzo A family firm born and developed in the context of a small area, poor business initiatives in a historical period, the beginning of the eighties, characterized by a growing demographic desertification as a result of immigration. A company history that begins with about 20 hectares of vineyards positioned between the two small towns Campobello di Licata and Ravanusa (Agrigento). Today the property has 95 hectares of vineyards, to which are added about 25 hectares for a total of about 120 hectares. Always proponents of an artisan winemaking, strongly linked to the territory, its traditions and the protection of the environment, the company introduced the principles of organic agriculture and production as early as the mid-1980s. Since then, a more and more systematic path based on research and experimentation in the agronomic field, investing continuously to improve the vineyards and introduce a series of technical measures to manage and prevent possible negative effects of climate on plants. In parallel, great attention to technological innovation, in everything that can be useful to protect the environment, the fruit and the product. This is why the firm continues to invest in technology to support oenological work. An organic and sustainable company, where environmental and social sustainability are strategic factors for the company's future.

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