



MEDIASET Giovedì 13 Ottobre



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The first 10 Winner Companies presented in Milan in the first step of the roadshow

The SMEs selected to be part of the growth support program were able to enhance the specificities of the territory in the driving sectors of the economy



The **roadshow** in 14 steps to present the Winner Companies has begun: during the first appointment, Tuesday 11 October in Milan, the 10 companies of Milan and its province were presented by Intesa Sanpaolo, the main Italian bank.

After the presentation of the fourth edition in May, 4 thousand companies applied to take part into the project, which includes programs to support growth and visibility at national level. 140 of these were selected, the first of which were the protagonists of the event which took place in Milan.

"We are strongly committed - explained Pierluigi Monceri, regional director of Milan, Monza and Brianza of Intesa Sanpaolo - to support local companies in a path of sustainable growth, supporting them into the increasingly urgent evolution towards the green economy". And the start of the fourth edition of Winner Firm "fully testifies our confidence in the realities that carry out development projects oriented to the ecological transition and to the guidelines of the PNRR".

Also for this reason it was chosen to start from Milan, whose province, Monceri remarked, "stands out for the capacity of the productive fabric to innovate", and the companies selected and hosted during the first step "were able to enhance the specificities of the territory in various sectors that drive the economy such as tourism, fashion, health, mechanics and industry".



For the tourism sector, **Kel 12** Tour Operators from Milan and **Ten Group**, also from Milan. The first, born in 1978 from the passion of some Italian travelers who love the Sahara, is considered one of the very few "pure" tour operators left in our country and one of the leaders in the field of cultural travel, with over 100,000 travelers registered into the database. The second, created by Michela Reginato and Paolo Piacentini with the aim of combining beauty with good, gave birth to "**Cocciuto**", a 360-degree quality format that in the name itself communicates the obstinacy in carrying out an idea catering based on the excellence of raw materials, environments and service.

For the Health sector, on the other hand, **Corman** di Lacchiarella (active into the trade and production of sanitary, medication, pharmaceutical, medicinal and hygienic articles) and **Ultraspécialisti** from Milan (Teleshealth service center) were selected and presented into the first stage of the roadshow of winning companies. Born in 2016, it has created a cloud-based and data-driven web-based platform able to deliver specialist medical consultations by supporting more fragile and less digitized people).

Winning companies into the fashion sector could not be missing in Milan. **Dolly Noire** from Milan operates into the streetwear market; recognizable design and original communication have made the company an established reality in Italy, which today aims to internationalize. **Modes**, also based in Milan, was founded in 1971 and today is a unique omnichannel and multi-brand reality, which offers the most demanding customers a wide and eclectic mix of brands, from iconic fashion houses to niche labels.

Two companies have been selected in Milan and its province also for the Mechanics sector.

Bancor from Milan, specialized into the made in Italy design and production of intelligent scanners able to automatically read and extract data from different types of documents.

Bruschi from Abbiategrosso has been dealing with industrial production in the field of zinc alloy die casting for over 70 years, and has distinguished itself for its innovative drive both in terms of design and technology.

For the Industry sector, the selected SME is **Novacavi** di Peschiera Borromeo. Founded in 1975, it is specialized into the design and production of special electrical cables used in the most varied and extreme conditions, such as those for marine and underwater environments of the Aquancable line, witnesses of the commitment in the Blue Economy.

Finally, for the Packaging sector, the Winner Company is **Botta EcoPackaging** of Trezzano sul Naviglio, a family company that has been dealing with corrugated cardboard boxes and packaging for over 75 years. Founded in 1947, it has two corrugators and 10 production lines distributed in 4 locations in central and northern Italy.

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Le PMI selezionate per far parte del programma di accompagnamento alla crescita sono state capaci di valorizzare le specificità del territorio nei settori-traino dell'economia









LEGGI D'ORO
COMMENTA



Anche per questo è stato scelto di partire proprio da Milano, la cui provincia, ha rimarcato Monceri, "si distingue per la **capacità del tessuto produttivo di innovare**", e le aziende selezionate e ospitate durante la prima tappa "sono state in grado di valorizzare le specificità del territorio in diversi settori-training dell'economia come il turismo, la moda, la salute, la meccanica e l'industria".

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Infine, per il settore Imballaggi, l'Impresa Vincente è [Botta EcoPackaging](#) di Trezzano sul Naviglio, family company che si occupa di scatole ed imballaggi in cartone ondulato da oltre 75 anni. Fondata nel 1947, ha a disposizione due ondulatori e 10 linee di produzione distribuite in 4 sedi nel Centro-Nord Italia.

IMPRESE VINCENTI