



# MIKET & STRATEGOS Webinar



## Made in Italy as a Strategy

POC: Lelio Gavazza, Executive Vice President Sales & Retail at Bulgari, LVMH Group

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The Made in Italy is not just a Production Choice, but it represents a Strategy as proposed by Ing. Lelio Gavazza, Executive VP of **BVLGARI**

Today, it is fundamental to have the capability to **Self Adapt** to the World Evolution dealing with **Markets, Competitors, Society, Technologies & Geo Politics**. So the **Modern Engineers** should be ready to take **Leadership** by being able to evaluate Risk and use Opportunities while developing new Strategies. **Lelio Gavazza** proposes the Fundamental Concept about Made in Italy as **Strategy** based on his experience moving from Exxon to Bulgari, passing through Consulting, Textile Industries, Fashion and Luxury, from Europe to China and Back. His experience outlines the Importance of strong foundations, flexibility and capability face Challenges and develop Strategies for Business, Companies and People. Made in Italy as culture from **Roman Ages** to **Modern Creative Talents** is a real **Strategy**. These aspects are crucial to support the growth of a **Company** as well as of a **Business**, therefore they are even crucial for the **People Development** and to create a **Synergy** leading to success. His **Experience** starts as **Plant Process Engineer** of a Multinational Company that decided to face **new Challenges** in **Consulting** and then to develop his ability as **Top Manager** in **Industries** operating over different business up to arrive to **Global Executive Role** within the **major Luxury Group**. In facts, Strategy is the art of "bien diriger", as stated by Gen. Jomini two centuries ago, so it is fundamental to adopt a **Proactive & Smart Approach** based on the **Capability** to **analyze problems, identify effective solutions** and **lead the whole organization to success, readapting dynamically to the changing conditions...** by this approach an **Engineer** could identify that Made in Italy is by itself a **Winning Strategy**.

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