

Nicola Serragiotto: Treviso and the strengths of an economy in the words of a Treviso entrepreneur in Los Angeles

Good morning, my name is Nicola Serragiotto and I have been living in Los Angeles for almost 20 years now, where I have gone from the very beginning to do business.

The Los Angeles area, as you know, is one of the largest in the world in terms of production per capita, so much so that California as a state is considered the fourth largest power in the world. But I come to Italy very often, 4-5 times a year because anyway I think it's very useful and profitable to start to learn, to continue to learn about what's new in this area and to continue to study local cases of excellence.

In fact, I believe that although the capitalism and innovation represented abroad, and I am referring in particular to Los Angeles, are at the forefront of the world, there are still excellences in the Treviso area that are very much rooted in history and culture and are often forgotten even if they are very important.

I refer in particular to the general culture of this territory, which is thousands of years old and brings with it a know-how that is very often completely ignored abroad. Sometimes you look for solutions and you don't know that they already exist because the millennia of history of this territory has already produced them. Therefore I like to come here and get lost in the territory. Sometimes when I drive I don't take the highway but I take the small roads to see new cultures that maybe I didn't even know about, even though I am a native of the area, or hidden businesses that are not on the main roads.

This is then validated by the numbers that speak for themselves: this area is full of creativity on many fronts and of companies in various sectors, from tourism to mechanics, robotics, footwear, and fashion just to name a few. Very often these local companies are characterized by a high technicality, often very vertical, and offer solutions of excellence. Together with other companies, thus forming industrial districts, they produce a plafond of solutions for any investor who decides to come to this territory to look for new, creative and efficient solutions for their own business.

I also think that this area is ideal for workers, whether they are local or transferred from abroad, because it offers a lot of travel and outdoor opportunities. In fact, we know that young people love the outdoors very much, and Treviso is half an hour from Venice, so from the sea, from the beautiful Adriatic Sea and about an hour from the Dolomites. It takes an hour and a half or two to go to Cortina, the queen of the Dolomites, where the Olympics will be. So, any young person here can experience the sea, the mountains, the hills and the plains by moving in just a few minutes. At the same time, with Treviso and Venice airports very close, in less than two hours they can fly to any cultural or tourist city in Europe.

Therefore, I think that living and working in this area is of absolute prominence, and it makes me think that maybe, sooner or later, I too will continue to do business abroad but being based here in Treviso.