

Oscar Bernardi, President Confartigianato Imprese Marca Trevigiana

Knowledge, talent, craftsmanship, uniqueness, quality, refinement and exclusivity. These characteristics coincide with our values of Marca Trevigiana.

What is the territory like where these companies are developed?

The Marca Trevigiana is beautiful, and not just because I live here. Perhaps, in the past the very obstinacy of the artisans and all the inhabitants of this territory, has meant that today we live in a beautiful country, surrounded by rivers, lakes and mountains. We cannot even complain about our road system since today infrastructures have connected us to the main arteries in the area. So we have the opportunity to express ourselves in foreign trade in a completely different and more favorable way.

The value of the artisan world in the Marca Trevigiana

We are talking about about 22,800 artisan businesses that together make up a supply chain of about 61,800 employees that contribute to stimulating a proximity economy. Our great wealth is to represent a network of excellence characterized by a strong tendency to innovation, the ability to adapt to market changes, and the vivacity of carrying on family businesses passing from generation to generation. But at the same time, the world of craftsmanship represents a sector prepared and open to welcome new young ideas, prepared to organize new companies and startups.

How important is the school-work relationship?

I think it is very important, especially in recent years. We demand great professionalism from young people entering the job market, and I think the work that artisans and trade associations are doing is crucial in this sense.

Are there a lot of opportunities for young people?

Young people have a lot of opportunities because joining an artisan enterprise today does not mean working like 20 hours a day like in the past, but he certainly has the opportunity to learn a craft and once he has learned this craft with technology on his side he can become a good artisan as well or a good employee.

The artisan entrepreneur is always ready for new challenges, to find solutions and face the future.