

Alessia Miotto Interview April 2025

I am Alessia Miotto, president of the metalworking group of Confindustria Veneto Est, vice-president and CEO of IMESA Spa, and president and CEO of ASAC srl. On February 19, I had the honour of being elected president of the metalworking group, succeeding president Antonella Candioto, and my mandate will be in line with what was outlined by the president in her previous term.

There are three major challenges we are pursuing. The first of all is internazionalization. Our companies have a huge export share, but we want to increase it even further and we want to consolidate our relationships and business networks both in Europe and around the world. The first Global Industries collective exhibition in Lyon closed a few days ago. We have another one scheduled from March 31st to April 4th at the Hannover Messe and then we will have the huge event at the end of June, the Veneto stage of exports that will bring here many buyers, many companies from all over the world interested in building relationships with the companies of the mechanical metalworking group.

The second challenge is more women in the factory. We want to break down the gender gap, we want to create a reality, a sector that is inclusive for everyone. Thanks to my colleagues Stefania Zattarin, we have carried out a project called “More women in the factory” which involves reskilling unemployed women through three training courses conducted in partnership with Umana, our training organization.

The first course, which involved reskilling 10 women in forklift logistics. These women have already found employment within our companies, so we are very pleased with the great success. To advance this project, including at the self-management level, we are also planning visits to some of our group's companies that we have identified as best practices in gender equality and inclusivity. This will raise awareness of the strategies needed to make companies increasingly accessible to everyone.

The third theme is the dearest to me, because it was my first vice-president with Antonella: it is the top formation. We want to increasingly connect schools to the world of work promoting the message that STEM subjects are essential for innovation in our companies, but above all STEM subjects are for everyone. We have three big projects: the Eureka project in partnership with FederMeccanica, for elementary and middle schools. The Olympics of mechatronic talents. We have reached the ninth edition.

The final will be held in Padua on March 20th 2025. This year we have 38 participating teams and for the first time we have the participation of high schools, therefore a new category of institutes. A format that has evolved over time and this year touched on truly important topics: robotics, automation, artificial intelligence, thanks to the partner company that has accompanied us on this journey, Confindustria, students and companies, a journey lasted over 4 months.

Then we have a final project, in an experimental phase of orientation for middle schools. Our objective is to dispel a now too deep-rooted myth: that metalworking companies are dirty, ugly places, where it is unpleasant to work. We want to convey the message that our companies are innovative, full of automation and that require entirely new skills and abilities that weren't known 20 years ago. So, they are a wonderful place to work and a training ground for continuing to grow professionally.

Alongside this, of course, it's well known that our sector is not going through an easy period. We are therefore launching supply chain projects to try to support those sectors that are most affected by this crisis. First and foremost, the automotive sector, thanks also to the Region and some institutional bodies.

Alessia Miotto on Veneto's economic attractiveness

The Veneto region has many strong points. First of all, export. The trade network it has built over the years is solid, extensive and capillary throughout the world. Well over 50%, is the export share of the metalworking companies of Confindustria VenetoEst, so our companies are used to working with different schemes. Furthermore, these companies are flexible, they know how to resist change, they are capable of reinventing themselves, of re-adapting. We have entrepreneurs who take advantage of moments of crisis like the one we are experiencing now to invest. They are heavily investing in sustainability, a lot in artificial intelligence to be ready when the market will restart. Our region never stops, it uses moments of crisis to reinvent itself. We witnessed this during Covid when some of our companies completely reinvented themselves and have now achieved stratospheric goals. This is also possible thanks to a network of universities, research institutions, the Smart Competent Center, incubators, and other institutions that provide us with support to reinvent ourselves and to always be ready to reach new goals and new successes.

Alessia Miotto on Treviso's attractiveness: opportunities for young people

To continue this innovation, and thus to make our region increasingly important we certainly need young talent, and here they can find tremendous opportunities. One of the most important qualities of our system is certainly the Made in Italy label, which is a universally recognized brand of quality, a guarantee of professionalism, innovation and research. We must protect this Made in Italy brand, but we can only do so by improving our processes and our products through research, development and innovation that keep pace with the times. This is where opportunities for young people come in. They are the voice of the present and of the future. They are able to understand current trends and predict future ones. Therefore, thanks to their help our companies will be able to innovate, continue to grow and continue to fly the flag of Made in Italy in the world.

Alessia Miotto on IMESA SpA

IMESA is a company that for over 55 years has been involved in the design and production of machinery for professional laundry. Within our factories we take care of the entire life of the product: from innovation, design to after-sales, but above all we go through a production process that allows us to produce more than 90% of the machinery internally. Therefore, we have a high verticalization of the product, which travels all around the world. The export share exceeds 75% in 5 continents in over 80 countries. We are truly projected into the world in the laundry sectors: industrial laundry, hospitality's and Horeca's. The high level of innovation, continuous research, and the extremely high professionalism of our collaborators are the elements that most distinguish us. Continuous innovation of the processes and continuous search for improvement are what flows in our DNA, but what the market recognizes as the plus compared to our competitors is the ability to intercept all customer needs and manage even the strangest requests in a short time. A high level of customization in that is a response to what the market demands.

Alessia Miotto on ASAC and companies' attractiveness for the new generations

ASAC is a company that was founded in 1987 and started out with the main business, that of hardware and software production for the catering industry. It belongs to the IT (Information Technology) world, which therefore in the years of the advent and development of information technology has had unstoppable development, a very strong growth that let it to expand its business branches, first with traceability and then with the development of hardware, software, IoT platforms and apps that can control machinery and professional equipment intended mainly for the Horeca world. In recent years, a huge boost has obviously been given by the advent of artificial intelligence. Thanks to artificial intelligence algorithms, ASAC has developed failure analysis models for materials as well as models of equipment for the food quality control. Moreover, it also carries out ongoing research on artificial intelligence, on machine learning algorithms, but also on explainable AI, i.e. the reliability of the sources to which AI refers. This was possible thanks to a doctorate which we have co-financed with the University of Trieste in data science and artificial intelligence. Both at ASAC and at IMESA, networking with institutions is vital and the onboarding of new talent and young people begins with internships, work-study programs, traineeships, and relations with ITS (technical training institutions). Young people begin to breathe the air of our companies while they are still at school to later begin professional careers within our realities. Our reality allows you to grow, it's a managerial company where anyone who wants can grow. We place a strong emphasis on training and the growth of our collaborators, and the young talents who join our companies. For those who want it, the route is there. Innovation is the main driver and we want to invest in young talents.