

Giorgio Polegato on investments in the agriculture of Treviso and Belluno

The investments in the agriculture of Treviso and Belluno are clearly welcome, but with the intention to let this primary sector express itself at its best.

We have seen some important initiatives in the province of Treviso, mainly in the wine sector, where there are also structured realities that are looking for partners to make investments and to grow their companies.

It is clear that companies are much tied to family management and therefore do not always have the mentality to be ready to receive external partners as well. However, I think it is good to have some liquidity that allows you to make those investments necessary to think big and place yourself in international markets.

In the primary sector it is not as easy as it is in the industrial world, but we are seeing companies that process raw materials growing and making significant turnovers. They will surely be able to think about opening their companies in this perspective in the near future in order to grow, to have opportunities in terms of business and to see their companies internationalized.

Can having an outside help in turn help Made in Italy to fight in international markets against the Italian Sounding but also against the new synthetic agricultures?

"Small is beautiful," however, we know that small realities struggle to hold their own against multinationals and companies that have, even from a marketing and promotion standpoint, significant budgets.

Therefore, creating a network of companies that can hold their own and defend us against the Italian Sounding, which is a worldwide scourge since it bills more than twice with respect to the Italian GDP. Everything must be clearly aimed at defending raw materials and companies and all the know-how we have, which is unique but is being copied badly in various forms, not respecting quality and penalizing us by giving the consumer a distorted image of the

original product, which is made only in Italy. This is especially helpful in making people understand and communicate in the right way what is the real Made in Italy as opposed to, for example, "parmesan" which we know is not even close to what our Parmigiano Reggiano or Grana Padano are.