

# INDIVIDUAL MATCH-MAKING VISITS

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D.T3.3.1 ITALY

Version 1  
12 2021

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Author(s): Confindustria Veneto SIAV, UNIVE





## PROJECT RELEVANCE

These individual match-making visits are based on the concept for company visits (D.T3.1.5).

## PURPOSE

Following the CCI's successful solutions pitch, presented during the Solution Pitch Workshop, some AVMs participating to the first and third round piloting asked to have an individual match-making meeting with CCIs. The individual meetings have been requested by AVMs to deepen CCIs' respective solution ideas and to eventually start a negotiation that may lead to a collaboration agreement for concretely implementing and translating them into innovation.

## SUMMARY OF VISITS

Company	Location	Date(s)
AMADORI	Zoom meeting	17.05.2021
MCA DIGITAL	Zoom meeting	01.06.2021
F.LLI POLI SRL	F.lli Poli srl - Via dei Fabbri, 26, 36042 Breganze VI	14.06.2021
SAC SERIGRAFIA	Via Giovanni Visintin, 3, 31039 Riese Pio X TV	22.06.2020
ASKOLL	Via Industria, 3 - 36031, Povolaro di Dueville (VI)	15.11.2021
ASKOLL	Via Industria, 3 - 36031, Povolaro di Dueville (VI)	15.11.2021

## PARTICIPANTS

Company	Participants*	Participant Structure
AMADORI	4	Innovation specialist; Digital specialist; Innovation PM; Digital Marketing Specialist.
MCA DIGITAL	1	Chairman of the Board
F.LLI POLI SRL	4	Founder & CEO, Financial & Quality System Manager, Creative director and product designer, Production and purchasing area manager
SAC SERIGRAFIA	1	Vice President and R&I Manager
ASKOLL	3	Marketing communication & Corporate Affairs Officer, Graphic Designer, Trainee-Digital & Social Media Communication Officer
ASKOLL	3	Marketing communication & Corporate Affairs Officer, Graphic Designer, Trainee-Digital & Social Media



		Communication Officer
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\*participants from company side

## OUTCOMES

**AMADORI:** The individual meetings involved 4 CCIs representative of the piloting path with Amadori Group. Individual meetings were organised with the aim of facilitating dialogue between the realities and deepening organisational aspects of the company aimed at solving the challenge. Aspects related to the Amadori supply chain and the application of virtual reality were the subject of intense question and answer sessions. The CCI representatives investigated crucial elements for the development of the required solution such as: the target audience, the platform for using the tool, the main values to be linked to the story-telling, the history of corporate communication. UNIVE acted as a facilitator during the meeting, trying to bring together the interests and skills of the participants at possible operational junctions of the project.

**MCA DIGITAL:** The individual meeting focused on the feasibility to develop one of the three key points highlighted by the CCI solution idea to launch the MCA Digital new line of sustainable consumables under the "RETEX" brand name. The most interesting identified by MCA Digital was the third one concerning the realisation of an experiential event within the company as open house to allow customers to "touch with hands" the RETEX machines and products. The MCA Chairman of the Board and the CCI representative, OVOSTUDIO, reasoned on the event format and feasibility. In detail, the AVM needs, and event's expected impacts were analysed in depth. The meeting led to the accordance to have another meeting together, discussing the details of the event format that will be fine-tuned in the meantime by the CCI. Any economic has been signed at the moment; SIAV will monitor the evolution of potential match-making collaboration keeping in touch with both AVM and CCI representatives.

**F.LLI POLI SRL:** The individual meeting focused on the novelty aspects of the marketing strategy as solution pitch, presented jointly by two CCIs, Niederdorf Italia and Zenzero & Co, to effectively launch and promote the F.Ili Poli heat sinks into the international market. The CCIs illustrated in deep to the founder and AVM' representatives the key steps of their marketing strategy proposal, responding to their doubts and clarification requested; the related AVM financial commitment was also analysed. The meeting concluded with the CCIs economic offer for F.Ili Poli aligned with the proposed marketing strategy; the founder and AVM' representatives took time to better evaluate and analyse the offer despite expressing doubts about the innovative nature of the commercial and marketing/communication presented strategy. However, SIAV will monitor the evolution of potential match-making collaboration keeping in touch with both AVM and CCIs representatives.

**SAC SERIGRAFIA:** The individual meeting was aimed at exchange more technical details about the creative hybrid format for the SAC Serigrafia participation (both online and offline) to future trade fairs, as solution pitch jointly developed and presented by the group of three CCIs (PUNTOVENTI, MB



MULTIMEDIA and NIEDERDORF ITALIA) in 3D. In detail AVMs and CCIs representatives reasoned on the feasibility to apply the identified format and the related “BAD” (Briefing, Action and Debriefing) methodology for structuring the AVM’ physical (through a company stand) and online presence (through digital services) to trade fair “HOST 2021”. Benefits and competitive advantages in terms of wide visibility and acquisition of potential new clients for SAC Serigrafia were investigated and analysed. The meeting led to the accordance among AVM and CCIs participants to continue to collaborate together for further developing and fine-tuning the identified solution pitch that will be experimented at the first time in occasion of the SAC Serigrafia participation to trade fair “HOST 2021”. The meeting represented therefore the starting point of a negotiation phase that will have good chances to be translated into a formal cooperation agreement among SAC Serigrafia and PUNTOVENTI, MB MULTIMEDIA and NIEDERDORF ITALIA.

**ASKOLL(Visit 1):** The individual meeting aimed to better evaluate and discuss the possibility of implementing one or more of the four ideas proposed by the CCI representatives (OEJ Agency) for helping ASKOLL to communicate its appliance's sustainability to new, young, technical and environmentally aware potential employees.

In detail, during the meeting, AVM and CCI participants deepen the technical and organizational details to develop (in both digital and hybrid versions) a customized game through which recruiting and attracting the brightest candidates. It was also analyzed and took into consideration the feasibility to implement, as suggested, a brand journalism corporate TV: a virtual space for ASKOLL appliance employees to take the lead, to bring out their potential, ideas, the vision of the future and the social responsibility of the company, which has always been sustainable.

Both CCI's solution ideas were discussed in deepening the potential advantages in terms of visibility and attractivity for reaching the new young generations and the necessary AVM financial commitment to implement them properly. The meeting concluded with the AVM's commitment to present to the ASKOLL top managers and CEO the CCI' solution ideas and thus to decide if starting an effective and economical collaboration with OEJ Agency to implement and realize them in a customized way. SIAV and UNIVE will monitor the evolution of potential match-making collaboration keeping in touch with both AVM and CCI representatives

**ASKOLL (Visit 2):** The individual meeting focused on the CCI’s (Sticker Creative) solution ideas to support Askoll in communicating and valorising its heritage of sustainability. In detail CCI and AVMs, representatives afterwards having reasoned and identified Askoll’s strengths points and competitive factors in terms of sustainability distinguishing the company from competitors, discussed how to reinforce the Askoll’ communication strategy and its brand identity, analysing in deep which actions could be effectively undertaken. For each of the actions proposed by Sticker Creative, Askoll’s related financial commitment and expectations also represented key analysis and mutual exchange factors. The meeting concluded with the AVM's commitment to present to the ASKOLL top managers and CEO the Sticker Creative' solution proposal for communicating Askoll' heritage. SIAV and UNIVE will monitor the evolution of potential match-making collaboration keeping in touch with both AVM and CCI representatives.



**ANNEX 1: Proof of visits**

**A) ATTENDANCE LIST - INDIVIDUAL MATCH-MAKING VISIT IN MCA DIGITAL (01/06/2021)**


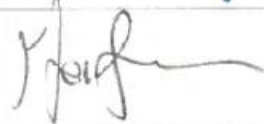


Meeting held in:

Date 01/06/2021 From 09:30 to 11:00

At MCA DIGITAL SPA

**Participants**

	SURNAME	NAME	ORGANIZATION	SIGNATURE
1	DEL GUSTIA <del>MASTROIANI</del>	CRISTINA	MCA DIGITAL SPA	
2	CAMPANI	MAURO	OLIOSTADIO	
3				
4				
5				
6				



**B) ATTENDANCE LIST - INDIVIDUAL MATCH-MAKING VISIT IN F.LLI POLI SRL (14/06/2021)**

Meeting held in:

Date 14/06/2021 From 10.30 to 12.30  
At F.LLI POLI SRL

**Participants**

	SURNAME	NAME	ORGANIZATION	SIGNATURE
1	POLI	PAOLA	F.LLI POLI SRL	<i>Paola Poli</i>
2	MANCA	CLAUDIO	F.LLI POLI SRL	<i>Claudio Manca</i>
3	POLI	MARINA	F.LLI POLI SRL	<i>Marina Poli</i>
4	POLI	DANIELE	F.LLI POLI SRL	<i>Daniele Poli</i>
5	COMBATTI	GIOVANNA	NIEDERDORF ITALIA	<i>Giovanna Combatti</i>
6	CAHAGNAR	SILVIA	ZENEBO A.C.	<i>Silvia Cahagnar</i>

**C) FILE LOG PARTICIPANTS - INDIVIDUAL MATCH-MAKING VISIT IN SAC SERIGRAFIA (22/06/2021)**

ID riunione	Argomento	Ora di inizio	Ora di fine	Email dell'utente	Durata (minuti)	Partecipanti
88693822885	Interreg - COCO4CCI Individual Match-Making Visit SAC Serigrafia	22/06/2021 14:20	22/06/2021 15:37	zoom3@siav.net	77	6
Nome (nome originale)	Email dell'utente	Ora di entrata	Ora di uscita	Durata (minuti)	Guest	Consenso alla registrazione
Confindustria Veneto Siav		22/06/2021 14:20	22/06/2021 15:37	77	Si	Y
Regia Siav	zoom3@siav.net	22/06/2021 14:22	22/06/2021 14:22	1	Si	Y
Valentina Gagliardo - Niederdorf Italia		22/06/2021 14:26	22/06/2021 15:37	71	Si	Y
Nicola Pasin - MB Srl	dario@mbmultimedia.com	22/06/2021 14:26	22/06/2021 15:37	71	Si	Y
Gabriele De Boni - Puntoventi		22/06/2021 14:29	22/06/2021 15:37	68	Si	Y
SAC serigrafia - Paolo Santi		22/06/2021 14:30	22/06/2021 15:37	68	Si	Y



**D) ATTENDANCE LIST - INDIVIDUAL MATCH-MAKING VISIT 1 IN ASKOLL (15/11/2021)**

Meeting held in:  
 Date 15/11/2021 From 9:00 to 10:30  
 At ASKOLL HOLDING

**Participants**

SURNAME	NAME	ORGANIZATION	SIGNATURE
ZANABIAN	GIADA	OET S&P/W/2/2021	<i>Giada Zanabian</i>
SPAMPINATO	FEDERICA	OET SRL	<i>Federica Spampinato</i>
Bertezzo	Chiara	Askoll	<i>Chiara Bertezzo</i>
BOSCHETTO	MONICA	ASKOLL	<i>Monica Boschetto</i>
TASINAZZO	VALERIA	ASKOLL	<i>Valeria Tasinazzo</i>

**E) ATTENDANCE LIST - INDIVIDUAL MATCH-MAKING VISIT 2 IN ASKOLL (15/11/2021)**

Meeting held in:  
 Date 15/11/2021 From 14:30 to 16:00  
 At ASKOLL HOLDING

**Participants**

SURNAME	NAME	ORGANIZATION	SIGNATURE
GILO	VALENTINA	STICKER CREATIVE	<i>Valentina Gillo</i>
SCANFERLA	MATTEO	STICKER CREATIVE	<i>Matteo Scanferla</i>
BOSCHETTO	MONICA	ASKOLL	<i>Monica Boschetto</i>
Bertezzo	Chiara	Askoll	<i>Chiara Bertezzo</i>
TASINAZZO	VALERIA	ASKOLL	<i>Valeria Tasinazzo</i>



**F) ATTENDANCE LIST - INDIVIDUAL MATCH-MAKING VISIT TO AMADORI (17/5/2021)**

1	First Name	Last Name	Email	Registration Time	Approval Status	Column1
2	Lorenzo	Muro	lorenzo.muro@amadori.it	17/05/2021 11:00	approved	
3	Matteo	Troiani	mat.troiani@gmail.com	17/05/2021 11:01	approved	
4	Enrico	Nanni	enrico.nanni@amadori.it	17/05/2021 11:02	approved	
5	Jacopo	Alberti	jacopo.alberti@amadori.it	17/05/2021 11:05	approved	
6	Eda	Fetahu	eda.fetahu@amadori.it	17/05/2021 11:07	approved	
7	Stefano	Bergonzini	info@stefanobergonzini.it	17/05/2021 11:07	approved	
8	Riccardo	Cisco	riccardocisco@gmail.com	17/05/2021 11:30	approved	
9	Sara	Bonandini	<a href="mailto:sara.bonandini27@gmail.com">sara.bonandini27@gmail.c</a>	17/05/2021 12:02	approved	