



LogiMasterNews



LOGIMASTERNEWS

For the
World Marketing Congress 2007

www.logimaster.it



Marketing theory and practice in an inter-functional world **THE 13th BIENNIAL WORLD MARKETING CONGRESS**

The first time in Verona, with special thanks to:

BANCA POPOLARE DI VERONA, CAMERA DI COMMERCIO DI VERONA, BARTOLINI CORRIERE ESPRESSO SPA,
VERONA FIERE, FABIANO VINI, FACOLTA' DI ECONOMIA E LOGIMASTER

www.ams-web.org

VERONA CHAMBER OF COMMERCE

Verona Chamber of Commerce, with more than 100,000 regi-

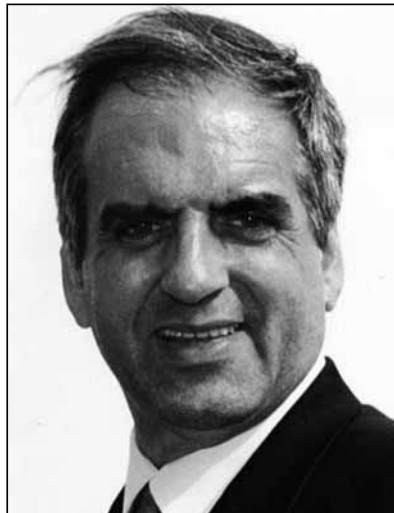
Editoriale

Welcome to the 2007 Academy of Marketing Science World Marketing Congress, this year hosted by the University of Verona in Verona, Italy. More than 120 papers and ten special sessions will be presented over three and a half days. The Director of International Programs, the 21 track chairs and the Proceedings Editor handled the details and helped develop an excellent program that we believe will be remembered for its quality and for bringing together in Northern Italy both scholars and friends from the AMS community and from 32 countries around the globe.

We are very pleased to present in the tenth number of the LogiMasterNews - the journal that collects the papers of managers, LogiMaster's students and practitioners - papers and presentations from some of our **sponsors, supporters, partners**.

A special thanks to all the companies which gave their great support in order to realize this congress and to contribute to the knowledge improvement in marketing and logistics.

Antonio Borghesi,
Program Chair
antonio.borghesi@univr.it



stered businesses (of which 2,500 active on international markets), provides the following services to: **promote and co-ordinate** participation by Veronese companies at international exhibitions, **organise** exploration missions to foreign markets to verify poten-

tial and scope for economic operation, **welcome** institutional and financial delegations by organising company visits and business meetings organise study-days covering sectors and markets and their economic potential, **provide** information about EU procedures and

standards, in agreement with the Euro Info Centre of the Veneto Chambers of Commerce, **manage** provincial databases, with Verona-international export-import statistics, **support** the development of small-medium companies in the scope of globalisation of

Chamber activities and links between a wide range of economic and cultural sectors.

Verona Chamber of Commerce
37122 Verona (Italy), Corso Porta Nuova 96, tel. +39 045 8085011 fax +39 045 594648 e-mail promo@vr.camcom.it

THE NEW BANCO POPOLARE



It was back on June 24th, 1867 when what would become in the years to come one of the Country's major credit institutions was founded under the name of Banca Mutua Popolare di Verona, whose historical etymology coincides with its *raison d'être*: a bank which is the direct expression of its original franchise and is forever in its service. Since then, 140 years of history have gone by, 140 years of intense and profitable banking, which raised the bank at a level of excellence within the banking industry in Italy and abroad, while strengthening our commitment towards a wider social reach at multi-regional level, in that, there is no doubt, when size grows, responsibilities towards shareholders, customers and markets of belonging grow likewise.

It's with the same vitality and

the same values, that throughout all these years, day in day out, a wider and more integrated credit group was built up, capable of expressing a more and more comprehensive and manifold offer of products and services. At present the bank is moving into the future by undertaking a new, fascinating challenge: its integration with another historical cooperative bank, Banca Popolare Italiana, a deal which was formally approved on March 10th, in a meeting with a record participation, during which our Shareholders, by almost unanimous vote, confirmed the trust they place in this plan, which went into effect on July 1st.

The fact that this important goal has been achieved in the same year in which Banca Popolare di Verona celebrates 140 years of history may be considered a most happy coin-

cidence, but actually it emphasizes what are considered its founding elements: the strong ties with its franchise, its enduring cooperative and mutual identity, the conscience of creating not merely an economic, but also a civil, cultural and social asset, and the responsibility of augmenting and administering it unfailingly by daily hard work, while attending to the Group's future development outlook. In a nutshell, two words, tradition and future, mark the birth of Banco Popolare, the third Italian banking group by geographical branch network and capitalization, enjoying a pervasive footprint in Northern Italy and present in important regional areas across the rest of the country.

Both Groups forming Banco Popolare share the same identity of "Territory's and People's Bank", and this will further promote growth, in terms of product and service quality and care, in the retail and SME segment, which traditionally and

historically has always played a major role in our being a bank with a mutual and cooperative spirit. It shall also foster the relations between all the Banks of the Group and their local business territories, whose global growth is our priority goal. The new Group feels an even deeper commitment to design and implement innovative solutions, building on "tailored relations" based on our proximity and our knowledge of the history of our territory.

This merger plays a fundamental role for the entire cooperative banking industry and for the world of Italian provinces, where Banco Popolare can and must represent an asset and an expression of communities which are imbued with the same two dimensions on which it is founded, by drawing the strength to grow and take charge of our future in a rapidly and constantly evolving market from our historical tradition and our local dimension.

Bartolini Corriere Espresso the official supplier of the 2007 Academy of Marketing Science World Marketing Congress.

Bartolini Corriere Espresso, through its network of 145 branches throughout Italy and over 6000 vehicles used daily for collections and deliveries to support the activities of the most competitive Italian companies, has for some time paid particular attention to the most significant events in "local" areas.

The joint venture with and support given to the World Marketing Congress in Verona, held in a town located in an area of special interest to Bartolini and the Italian economy, was developed in this spirit.

Bartolini Corriere Espresso is a large private Italian courier company specialising in the delivery of various types of shipments and in supplying logistical support services for goods handling and distribution in Italy, Europe and throughout the world.

Bartolini's distribution network,

deployed evenly across the whole country, is made up of **145 depots** connected to each other by an advanced IT network, to meet the collection and delivery needs of the most dynamic Italian companies efficiently and quickly.

The facilities dedicated to logistical support services are next to the main sorting centres, in order to guarantee increasingly competitive cut-off times.

The courier service is the basic service: collect today for next-day delivery.

The express service makes deliveries in provincial capitals and their surrounding areas by noon on the day following collection.

Both services have no limits to the weight or number of parcels per shipment; deliveries to pla-

ces more than 800 km away from the departure point take 12/24 hours longer.

The DPD Europe service

The DPD, Deutscher Paket Dienst, network is a European leader in the distribution of single-parcel carriage paid shipments that do not exceed 31.5 kg in weight and 175 cm in length. The DPD service's basic features are ease of use, efficiency, speed and low cost.

EuroExpress Service

The EuroExpress network is made up of major European express couriers which make all types of deliveries throughout Europe, through direct daily connections. Each country is covered by a single partner that operates without the use of local agents.

International Air Service

The international air service is

managed in collaboration with **FedEx**, the largest all-cargo air distribution network in the world, which owns 650 aeroplanes and delivers directly to more than 200 countries.

Bartolini Logistical Services

On the basis of experience gained in the distribution of goods, Bartolini has set up a specific Logistical Services Division capable of offering practical solutions to the requirements of logistics integrated with distribution.

To provide a high-quality service, newly-designed facilities have been built, all next to the distribution network and its sorting systems.

It is therefore possible to offer progressively shorter order acceptance and processing times to customers.

The company in figures (as in December 2006)

Turnover:
over 700 million euros

Direct and indirect employees:
12,000

Annual shipments:
over 43 million

Total parcels transported in a year: over 85 million

Vehicles: over 6,000

Depots in Italy: 145

Depots in Europe: 1,050

Countries served across the world: 200

Warehouses in Italy:
over 670,000 m²

Bologna, July 2007

VERONAFIERE AT THE SERVICE OF MADE IN ITALY

An economic reality with a vocation for the internationalisation and promotion of the small-medium company system. By 2011, further investments of 68 million Euro are envisaged within the scope of the new Business Development and Infrastructure Plans. Since 2004, investments of more than 80 million Euro have been made to upgrade the exhibition centre and services.

VeronaFiere is the leading direct organiser of events in Italy and among the top organisers in Europe (ranking 12th in terms of square metres sold). A role that the Business & Infrastructures Plans aim to consolidate through further investments of 68 million Euro by 2011 (alongside other investments totalling more than 80 millions between 2004 and 2006), the start-up of new events, the expansion of the Exhibition Centre and parking facilities, the upgrading of international activities, increased overall and service-generated turnover.

An established leader in agricultural and agro-foods sectors (Vinitaly, Fieragricola, Eurocarne, Siab, Agrifood and FieraCavalli are among its best-known brands), VeronaFiere



has equally developed - over its history since foundation in 1898 - many new areas of interest such as the building & construction industry, earth moving machinery (Samoter, Marmomacc, Legno&Edilizia, Bus&Bus Business), furnishing (Abitare il Tempo, Vivi La Casa, Progetto Fuoco), sport, tourism and leisure (Nautic Show, Luxury&Yachts and Model Expo Italy) and professional training (Job&Orienta), through the creation and promotion of highly successful international events.

As a valid instrument for implementing the policies of central and regional government, the Exhibition System plays an important role in supporting

technological innovation, professional updating and internationalisation of the economy of the European Union.

80% of promotion by small-medium companies - the backbone of the Italian and European economy - directly or indirectly involves exhibitions, by now called upon to ensure even higher added value in their activities.

In this context, VeronaFiere ensures worldwide promotion of its main brands as ambassadors of "quality" Made in Italy, confirming its essential support role for companies in their strategies for internationalisation and success on consolidated and emerging global markets. VeronaFiere is a member of EMECA (the Association representing the main European Exhibition Centres), UFI (the Global Association of the Exhibition Industry), AEFI (Italian Association of Exhibition Centres - its vice-president is Giovanni Mantovani, the Director General of VeronaFiere) and EURASCO (European Federation of Agriculture Exhibition and Show Organizers), representing the main shows in agricultural and agro-food fields. VeronaFiere (www.veronafiere.it) boasts a calendar with, on average, more than 30 shows every year (more than half of

which organised directly); overall turnover in 2006 came to 70,434,000 euro, up by 6.16% compared to 2005 and 32.5% over 2003, the comparison year in terms of event typology. The increase, over the budget financial statement, was 13,716,000 euro - equal to +24.18%.

Overall, show space sold came to 600,722 square metres net, welcoming 14 thousand exhibitors, of which 18.6% international (+9% over 2005) and 1,116,000 visitors (11% international, as in 2005). Investments last year for modernisation and upgrading of the Exhibition Centre and services, and strategic acquisitions in other companies, came to 22 million Euro. There are also major developments as regards acquisitions, agreements, strategic partnerships and start-ups ensuring consolidation of events, an even stronger role in the context of growth and promotion of "Made in Italy" and response to stiff global competition.

VeronaFiere inasmuch pays close attention to international promotional processes - an essential tool for stimulating its own development and encouraging business opportunities for exhibiting companies. The objective is to valorise the "brands" of the main events on markets ensuring high potential



for development and major interest for exhibitors: Eastern Europe, United States, China, Far East and Latin America. In particular, the 2007 schedule includes the second edition of Vinitaly India (Mumbai, 15 January, New Delhi 17-18 January), Marmomacc USA - StoneExpo East in Atlanta (23-25 March), Samoter Tour Poland (17 May in Kielce), Vinitaly Russia 4-5 June in Moscow and 7 June in St. Petersburg, Samoter Tour Russia (Ekaterinburg and Moscow 9-13 June), Fieragricola Europe Tour (2-20 September), Samoter Tour Rumania in October, the fifth edition of Vinitaly US Tour (Chicago, Los Angeles and San Francisco 22-25 Octo-

ber), the second appointment with Marmomacc USA – StonExpo in November (Las Vegas), the second edition of

Vinitaly Japan (27 November in Tokyo, and the ninth edition of Vinitaly China in Shanghai (29 November-1 December.

January 2008 will welcome the third edition of Vinitaly India, while June 2007 will see the Samoter Tour Turkey stage.

Documentation by:

VeronaFiere Press Office

Tel.: +39.045.829.82.42 – 82.85 – 82.10 – 82.90 – 83.78

Fax : +39.045.829.81.13

pressoffice@veronafiere.it

www.veronafiere.it

Press Release

VINI FABIANO AS A PARTNER FOR THE 13th ACADEMY OF MARKETING SCIENCE WORLD MARKETING CONGRESS



July 11th – 14th, 2007

Verona, Italy

Hosted by

The University of Verona

The Polo Zanotto Building

Fabiano: renowned producers of Veronese wines since 1912.

Fabiano has become recognized as being one of the most important family wine growers of Verona. Since the '70s the company is committed to obtaining prestigious goals on the international market as well, and to developing modern technologies. In the 90s the company successfully entered the most important wine markets in the world, not only with traditional wines from Verona but also with product lines corresponding to

international tastes requested by a wider and more demanding market.

Counting on its tradition its aim is focused on enhancing the image of the company and that of the people who work in it. Great attention to the vineyards and in the cellar to the quality of the wines, the professionalism and the good service and efficiency of the whole company allows to Fabiano brand to achieve a position in the top range of

the market.

On Wednesday the 11th at 5 p.m. the renowned Amarone della Valpolicella DOC Classico "I Fondatori" 2001 will be available for tasting. With its limited production of only 6000 bottles per year, obtained by a particular selection of grapes coming from the classic area of Valpolicella like Corvina, Rondinella and Molinara, it is distributed in the States by its Importer Distillerie Stock, 58-58 Laurel Hill Blvd.

Woodside, NY 11377 - U.S.A. Fabiano Bardolino DOC Classico and Fabiano Custoza Doc will be offered during the Gala dinner, that will be held in Castelvecchio on Friday 13th July.

During the congress the participants will receive some bottles of Fabiano Soave DOC Classico and Fabiano Valpolicella DOC Classico as cadeau to fly back to the U.S. with a nice memories of the Veronese Terroir.

Development and promotion of a logistics system Consorzio ZAI – Interporto Quadrante Europa Marco GEREMIA

Some thirty years have passed since the first Intermodal ports (*or Interporti* - open intermodal terminals equipped with areas and services for logistics and freight integration) were created in Italy, and that early attempt of the public sector to rationalize cargo flows is now *challenged by new, important questions*.

In fact, the dramatic re-organization of the productive sector – process fragmentation, de-localization and a general de-industrialization of the Italian economy – stir economic agents' attention to logistics and transport hubs.

Moreover, the European space enlargement processes and container trade growth via the Mediterranean have long stimulated expectations of Italian policy makers and economic observers for opportunities in the logistics field.

As a result, *an impressive amount of infrastructural projects and real estate operations have been launched onto the market with little consideration of systemic consequences*, leave alone economic, logistic and occupational effects. To the point that *many fear that this vast participation to the 'logistics challenge' may as well come to detriment of overall market efficiency*.

A paradox, yet it is more or less what already happened in the air transport market as an indirect effect of the prolific Italian air-

port industry. There, too large a number of undersized airfields resulted in poor efficiency in the hub-and-spoke model of the leading carrier (Alitalia), in high social costs for the local administrations, while high revenue services were being shopped by other European oligopolists.

Such is the background of the present debate on *Interporti*, caught between success cases (Verona, Bologna, Padua...) and market change, public infrastructure planning and the competition of real estate investors. Thus, promoting and planning the development of a complex logistic system as the *Interporto Quadrante Europa* of Verona imposes to clarify some of the clichés in use.

To start with, the sole logistics cannot always make up for the diseconomies generated by an ever-transforming productive system, that experiences 'traveling stocks', assemble-on-sale etc. with little regard to distance, transport cost and customs regulation.

Too, logistics is a service industry, whose drivers (cost, investment, revenue...) cannot twist to please the policy makers' ideal flow plans. *In logistics, geography is no destiny*. It may be an opportunity, to be developed through market mechanisms.

In addition, logistics can not be addressed for a full compensation of de-industrialization – one

of today's priority issues in the policy makers' agenda. In fact, while recognizing the consequences of the process of transformation of mature economies (mainly loss in working positions and aggregated wealth in the industrial sector), time has come to state that *the current spread of logistics parks here and there on the territory is no comprehensive solution*, for a number of reasons.

i.) To begin with, occupational relief (per productive surface, way lower in logistics than in trade or industry) and added value production in new logistics localizations *are not to be taken for granted*, especially in the cases of operative platforms.

ii.) Further, dispersion of logistics offspring in densely inhabited and artistically valuable areas only magnify the external costs of logistics (congestion, emissions...) generally determining a need for *costly ex-post infrastructure upgrading*.

iii.) Not least, *dispersion may generate a net loss at a systemic level*, by fragmenting the critical mass in freight that is necessary for optimization in modern combined transport – basically making it impossible to achieve the synergies that generally open up to a

added value growth than is more than proportional to the traffic volume.

That's why it is appropriate to call it a *logistics challenge*: what's challenging is enhancing added value services, in a sustainable and responsible perspective, while at the same time granting the best possible conditions for the economic, social and natural environment of a distinct region. Too, that occasionally means *monitoring and discussing easy-profit, real estate only, market operations*.

In the case of intermodal hubs – as the Italian *Interporti* – optimization is at hand when marginal costs of operations (handling of trains and ITUs) shrink, in force of a widening of frequency and reliability of rail and terminal services.

Conditions that Quadrante Europa has long achieved in a competitive milieu and have been recently threatened by public investment dispersion on a series of minor terminals.

For years Interporto Quadrante Europa has enhanced handling capacity, reaching performance standards of 16 weekly train pairs, round the clock 7 days a week, with a 91% ratio in punctuality of departing trains. Results that were achieved thanks to an independent train handler (*Quadrante Servizi*, daughter of Consorzio ZAI) that proved to be neutral and open

towards the various competing carriers and terminal operators involved.

That's why Interporto Quadrante Europa is a success case in public/private interaction, at the same time consistent towards European rail regulation (and international cargo service liberalization), confident with a mandatory perspective of increase in combined transport share and, not least, home to a number of private agents (rail carriers, freight forwarders, MTOs, 3PLs...) in a dynamic, competitive, framework.

Such asset of excellence is currently reacting to traffic growth on the one hand, and relevant *linear infrastructure enhancement* on the other (Brenner Basis Tunnel, upgrading on the Munich-Brenner-Verona-Bologna axis, new Italian high speed/capacity rail network etc.) with the *Quadrante Europa Masterplan*, a development program that already received a sound feedback from the market (over 10 Mio Eur investment from the Italian rail net company RFI, and various offers from leading Europeans terminal operators).

The Masterplan introduces a new combined transport terminal featuring innovative handling and management facilities, able to optimize operational surface and determine a + 100% increase in handling performance – in an

area that is long designated to logistics, directly inter-connected to both rail and highway networks, with no direct or external extra costs for the public sector and no consequence for private mobility.

This is a core point in the Italian context – where public resources are limited, land is scarce and public investment decisions should be carefully assessed.

Consorzio ZAI Interporto Quadrante Europa is thus stating the

importance of practices of promotion, development and co-operation that *fortify the logistics system as a whole* – without affecting competition in the logistics services market – while aiming at a generalized net gain.

A vision that inspired, among others, the set up of a Logistics market watch (*Osservatorio Logistico Veneto*) and the promotion of a logistics cluster (recently reorganized under the name *Metadistretto Logistico Veneto*),

both of which are meant to be instruments for cooperation on common project activity, commercial promotion and network planning.

CONSORZIO AGRARIO LOMBARDO VENETO – CALV

NEW POTENTIAL AT THE SERVICE OF AGRICULTURE.

The Farmers' Association of Lombardy and Veneto (CALV) the result of the merger of the Farmers' Associations of Verona, Vicenza, Mantova and Brescia, works in the greatest respect of the integrity of the areas where it operates, with a great desire for the future cultivated in love of the land and following tradition.

The resources and potential of the largest Farmers' Association in Italy represent the point of reference for agriculture, with proposals, solutions and services to work better and grow with confidence. The CALV confirms its desire to unite the experience, enthusiasm and resources of the most dynamic farms in Italy in a common project with the aim of guaranteeing certainties and creating new opportunities for the whole of the agricultural and food system; members, customers and consumers.

WE HAVE THE FIGURES TO WORK TOGETHER WELL.

Over 100 years of experience. The Farmers' Association of Lombardy and Veneto is the result of the merger of the farmers' associations of Verona, Vicenza, Mantua and Brescia, founded at the end of the 19th century. The CALV works in the maximum respect of the integrity of the areas in which it operates, with a great desire for the future cultivated in love of the land and following tradition.

35 thousand satisfied members and customers.

Over 5,000 members work with growing satisfaction and gratification with the crop and breeding programs developed by the CALV. There are also more than 30,000 farmers who use the products and services offered by the CALV and this number is

constantly growing, thanks to the satisfaction of the end consumers as well.

169 technicians and qualified agents. Innovation, research, experimentation, competence, experience, motivation and professionalism are the characteristics of the CALV's experts and for this reason they are always close to farms.

3 cutting-edge feedstuff factories. The Farmers' Association of Lombardy and Veneto directly owns and runs three leading feedstuff factories, with production certified for quality and salubrity and the constant support of a team of veterinary surgeons and nutritionists from CalvAlimenta.

300 thousand tons of feedstuff. The enormous production of feedstuff is a significant example of the managerial, organizational and productive potential of the CALV, which is also confirmed in the sector of wine, the production of hard wheat pasta and in fruit and vegetables.

240 training sessions. The Farmers' Association of Lombardy and Veneto constantly organizes training activities, technical meetings, events and demonstrations with field trials: with its service of updating and qualification of farms and personnel, it aims to offer new competitive opportunities to its members and the companies in the sector.

MANY SECTORS, A SINGLE GUARANTEE.

Feedstuff CALV. A structure with great potential, capable of producing and marketing a complete range of feedstuffs for different animals rigorously using local products. The production is certified by CalvAlimenta which benefits from the

consultancy services of vets and nutritionists and collaboration with major universities.

CALV Agropharmaceuticals and Fertilizers. CALV products meet the growing demand for food and environmental safety: the choice of the best formulas, advice and the guarantee of correct use. Thanks to the seed selection unit, Linealand fertilizing line, experimentation in the field and collaboration with research institutions and universities, CALV guarantees a high standard of quality and excellent economic results.

The CALV crop contracts. The crop contracts represent an opportunity that CALV offers farmers so that they can be assured of their production being collected and remunerated, working together for the development of the supply chain.

CALV agricultural machinery and equipment.

CALV has selected and chosen the best makes in the world of agricultural machinery and equipment but CALV also means assistance and spare parts in direct workshops and affiliated centres throughout the area, a "safe second-hand" centre and the development of leased machinery.

THOSE LOYAL TO THE LAND KNOW WHAT THEY PRODUCE.

CALV has decided to operate in a perspective of the supply chain, so that each link in the chain can contribute to the results and take greatest advantage of them: from the crop contract to the supply of technical means, assistance, drying, stocking and storage of cereals, to marketing, CALV supports the farm. CALV is proud to present a unique pasta.

Only Italian hard wheat.

Valle del Grano pasta is made using exclusively prime quality Italian hard wheat. A bright colour, a superb cooking performance, unique flavour and perfectly suitable for every type of recipe and sauce make Valle del Grano pasta a product of excellence, in tune with the most demanding expectations of gastronomy.

In the Italian sun.

Valle del Grano pasta is made in a modern plant near Enna, organized to unite the most advanced management and control principles of food quality with the values of the Mediterranean tradition. Above all, a process aimed at maximum respect and greatest value of the product is privileged, in particular by the use of bronze dies.

THE VALLE DEL GRANO PASTA IS ENTIRELY ITALIAN: STARTING FROM THE WHEAT

The **Valle del Grano pasta gives the Consorzio Agrario Lombardo Veneto** the chance to reconfirm its decision to place its bets on Italian agriculture: the only way it is possible to maintain an active market in the agricultural field and relaunch the exquisitely Italian sector of food and agricultural products is to put the Italian producers in a position to be able to valorize their products on the market, combining suitable and correct practices and profits.

This is why CALV has decided to provide a pooling service for Italian agricultural products, to create the appropriate critical mass and therefore approach the market as a respectable partner. In the case of the Valle del Grano, CALV selected the seeds which are most suited to the Italian climate in order to reap the best products and culti-

vated the wheat together with the Italian farmers, transforming it into bran and producing a top-quality Italian pasta at its factory in Enna.

In view of these added values, CALV considers it to be important that Valle del Grano is recognised as a pasta which is 100% Italian. There is a justified cause for such a statement: there are in fact products (and pasta) on the market which are made in Italy, but use raw materials (including wheat) which are produced in foreign countries.

Only by explaining to consumers that the ingredients in the pasta they buy are Italian (especially wheat, not just the water and packaging), is it possible to encourage a new food culture which pays more attention to the origin of products and promotes the return to eating "real Italian food".

CALV wants these concepts to be clear starting from the shelves in the sales outlets: consumers are then free to choose if they prefer a product which is the result of an entirely Italian processing chain or if they are satisfied with just a national recipe.

CALV has faced this winding journey, marked by a series of production episodes with hundreds of farmers, in the wheat, tomato, potato, pork and beef sectors. Substantial effort to achieve one single objective: to be able to place genuine Italian products on the market.

About LogiMaster

The LogiMaster is the Master of the University of Verona in Integrated Logistics - Supply Chain Integrated Management. It is an annual course. The Sixth Edition is going to finish on December 2007. The course has two phases: 6 months of applied methodological training on logistics by an integrated vision and 4 months of experience in an enterprise, during which the aim is the development of an operative project. The lecturers are Italian and foreign professors, managers and experts.

The LogiMaster partners - VII edition:

Consorzio Z.A.I. - Interporto Quadrante Europa di Verona, Bartolini Corriere Espresso Spa, Calzedonia-Intimissimi-Tezenis Spa, Consorzio Agrario Lombardo Veneto, De Longhi Spa, Faam Spa, Ferriera Valsider Spa, Finservice Group., GlaxoSmithKline Manufacturing Spa, Globo srl, Honda Logistic Centre Italy Spa, Molkerei Alois Müller GmbH & Co., PricewaterhouseCoopers Advisory Srl, Rosss Spa, Saint Gobain Vetri Spa, Specchiasol Srl, Toyota Carrelli Elevatori Srl, Volkswagen Group Italia Spa.

logi.master@univr.it

www.logimaster.it