



PRESS RELEASE

Bergamo, 21 January 2015

Laura Curino, special guest of RadiciGroup, narrates the story of Olivetti's industrial dream



*On Friday, 16 January, at the Circolo Fratellanza Theatre in Casnigo (BG), **Laura Curino**, one of the most influential performers of Italian social theatre, shared her personal narrative on the birth of Camillo and Adriano Olivetti's industrial dream. The performance was organized by RadiciGroup as one of the closing day events of the fourth annual*

***RADICIGROUP ACADEMY**, a training programme that has been attended by a total of about 200 RadiciGroup employees since its founding in 2011.*

The RadiciGroup Academy is an educational initiative launched by RadiciGroup in 2011, which over the years has involved the participation of newly hired young college graduates, as well as middle and top managers from Group companies.

In the afternoon of its closing day, the fourth RadiciGroup Academy concluded with a truly special educational event full of emotion and passion: a performance by **Laura Curino** at the old Circolo Fratellanza Theatre in Casnigo, Bergamo. The Turin actress, director and playwright presented her exceptional narrative on the great industrial history of Olivetti. RadiciGroup asked Ms. Curino to give her "testimony" precisely to be able to watch and listen to Olivetti's great story of entrepreneurship, community, innovation and vision – a story with strong similarities to its own. RadiciGroup's history of over 70 years has been marked by commitment and effort to balance social and entrepreneurial values such as family and business, tradition and innovation, passion and humanity, local communities and globalization. All these values of the Group's founder, Gianni Radici, have been adopted and upheld by his sons who have carried on his legacy and continued to run the family business.

CAMILLO AND ADRIANO OLIVETTI'S DREAM NARRATED BY LAURA CURINO...



In 1908 Olivetti, the first Italian typewriter factory was established in Ivrea. The founder was Camillo Olivetti, a brilliant forty-year-old member of Turin's Jewish middle class. That was the beginning of Laura Curino's narration of the exciting story of a brilliant non-conformist entrepreneur, the founder of one of the best known and most highly regarded Italian companies and the creator of "Lettera 22", a mythical typewriter used by many generations of journalists and writers.

She told about Camillo's son Adriano, who, following in his father's footsteps, widened the horizons of business management to encompass enlightened care for workers' wellbeing and harmony with the environment. Thus he entrusted the design of houses and factories to famous architects and hired many intellectuals to fill managerial positions.

During her narrative, Laura Curino was truly able to stir emotions by evoking memories of a man who was not only a great entrepreneur, but also a forerunner of workers' social issues.

RADICIGROUP ACADEMY is...

- An educational initiative launched by the Group in 2011, which over the years has involved the participation of newly hired young college graduates, and middle and top managers from RadiciGroup companies.
- A programme designed by Group Human Resources with the assistance of Accapieerre, a strategic consultancy company specialized in managerial training. The classroom sessions have been conducted by Dale Carnegie, a prestigious American company and leader in on-site behavioural training courses.
- An example of how the Group is committed to employee training as a fundamental tool for growth – an absolute priority, especially in these current difficult economic times.
- A project for managerial growth, designed to help each employee give the best he/she can in his/her position, at all levels. The range of topics covered has included: engagement, leadership, sales techniques, high impact presentation and purchasing policies.

From 2011 (when the first Academy was held) to this year's 4th edition, the RADICIGROUP ACADEMY has been attended by a total of about 200 RadiciGroup employees. Among the participants at the 2014 sessions were almost 100 Italian staff members and, for the first time, by a number of American, Brazilian, German and French employees. According to the satisfaction questionnaire filled in by the course participants, the results for RadiciGroup were excellent. Besides the Academy courses, RadiciGroup has organized many other training activities at its companies, addressing topics of central importance such as safety, quality and conduct in the workplace. According to the data available as of 31 July 2014, the Group's Italian companies reported about 14,000 hours of employee training.

RADICIGROUP. *Production and sales sites in Europe, North America, South America and Asia. Diversified businesses focusing on chemicals, plastics, synthetic fibres and nonwovens. Know-how. Vertically integrated nylon production. Constant commitment to guaranteeing its customers quality, sustainable innovation and reliability. All this is RadiciGroup, a leader in nylon chemicals. RadiciGroup products are used in applications such as: APPAREL – FURNISHINGS – AUTOMOTIVE – CONSUMER GOODS – CONSTRUCTION – ELECTRICAL AND ELECTRONICS – HOUSEHOLD APPLIANCES – SPORT. RadiciGroup, with its Chemicals, Plastics, Synthetic Fibres and Nonwovens Business Areas, is part of a larger industrial group that also includes textile machinery and energy businesses.*

RADICIGROUP PRESS OFFICE

Cristina Bergamini

cristina.bergamini@radicigroup.com

Ph: +39 035-715411

WWW.RADICIGROUP.COM

