

Company Executive Testimonials—Italy

2016

Alessia Costa Gioielli

Alessia Costa Gioielli - CEO (Alessia@alessiacosta.com)

CEO Alessia Costa Gioielli decided to participate in GAP to find a business model and a target market in the U.S. for her company, which sells through the internet handmade Italian jewelry. *"GAP is a good opportunity for networking and to get the judges' suggestions on the presentation day."*

Carioca

Enrico Toledo - President & CEO (enrico.toledo@carioca.it)

Interested in finding the best way to introduce his company to the U.S., Enrico Toledo describes his initial hesitance in using GAP. *"At the beginning, I was not sure what we would find,"* says the president and CEO of Cairoca, which manufactures children's coloring and educational tools. *"However, the GAP team did an incredible job; now we almost know more about the U.S. market than we do about our own country, Italy."*

2015

ETT

Dr. Niccolò Caderni (Chairman): niccolo.caderni@ettsolutions.com

"The GAP project has had a huge impact," comments Niccolò Caderni, Chairman of ETT, a company offering leading edge multimedia and mixed reality installations for the museum marketplace. *"Working with GAP students helped us refine our offering as we expand from our Italian base; the project helped us move from individual projects to customizable products, which has made a huge difference."*

Ferrino

Anna Ferrino (CEO): anna@ferrino.it

"No other university offers this type of scientific approach by conducting primary research; it has provided very helpful information on how to enter the U.S. market," explains Anna Ferrino, CEO of Ferrino, a family-owned outdoor equipment and apparel manufacturer that offers over 150 outdoor products including tents, backpacks, sleeping bags, technical apparel and snowshoes. *"The primary research is extremely interesting and is full of precious tips."*

PROTOCUBE

Alberto Barberis (Co-Founder/CMO): a.barberis@protocube.it

"The greatest benefit of participating in GAP is having the opportunity to develop a business model specific for the U.S. market," says Alberto Barberis, CEO of PROTOCUBE, a knowledge leader in the 3D technology space.

Solbian

Enrique Garcia (CEO): enrique.garcia@solbian.eu

Luca Bonci (Managing Director): luca.bonci@solbian.eu

"At the beginning, I called them students," confides Solbian CEO Enrique Garcia. *"Now I call them professionals!"* Solbian manufactures flexible, lightweight, customizable solar photovoltaic modules. *"GAP was an opportunity to collect very important information about the market to help us make the right decisions,"* he continues. *"The project has high value and is cost-effective."* Managing Director Luca Bonci concurs. *"This has been a very good collaboration; we've already made market connections as a result of the 170 interviews that the team conducted."*

Water Wells

Stefano Stracquadanio (Co-founder): stefano.stracquadanio@gmail.com

"GAP is a good way to understand the U.S. market," begins Stefano Stracquadanio from Water Wells, which provides a well system for extracting groundwater. *"GAP was both interesting and exciting,"* he continues. *"I recommend GAP all the time to people I know who might be interested."*

2014

Augeos

Claudio Ruffini (President): claudio.ruffini@augeos.it

Carlo Cugusi (CEO): carlo.cugusi@augeos.it

"I was impressed with the organization of the GAP program and the methodology for doing the business plan," comments President Claudio Ruffini. Augeos provides IT products and consulting services for financial institutions. CEO Carlo Cugusi comments on the students. *"They were very well prepared and seemed to work day and night; the report is very complete and well done."*
(www.augeos.it)

CIP

Paolo Maiorano (Managing Director): paolo.maiorano@cip-spa.it

Gianluca Lugli (Sales Manager): gianluca.lugli@cip-spa.it

When asked if he would recommend that other companies participate in GAP, Sales Manager Gianluca Lugli exclaims, “*Absolutely!*” Founded in 1963, CIP manufactures structural steel parts in the transportation, automotive and construction industries among others. Managing Director Paolo Maiorano adds, “*GAP is a great opportunity to get a business plan for the U.S. market.*” (www.cip-spa.it)

Errecinque

Massimo Giachino (Sales Manager): giachino@errecinque.it

“*The GAP students are like friends to us,*” reveals Massimo Giachino, Sales Manager at Errecinque, which manufactures sender units and hoses for Urea systems on trucks applications. “*We had a very professional team with a wide range of competencies.*” (www.errecinque.it)

General Topics

Gianfranco de Paoli Ambrosi (President): gdepaoli@general-topics.com

Founded in 1992, General Topics is a cosmetic/dermatological company that has developed over 200 products to treat medical conditions and reduce the effects of aging. Interested in entering the U.S. market, President Gianfranco de Paoli Ambrosi was impressed with the “*intellectual exchange*” with the students. “*They were very clever.*” (www.general-topics.com)

Mager

Giorgio Mang (Managing Director): giorgio.mang@mager-ab.it

Maria Teresa Testa (Sales Assistant): mariateresa.testa@mager-ab.it

As the new Managing Director of Mager, Giorgio Mang was interested in a strategy to improve the company. “*The students identified areas for improvement,*” he says about specific departments that needed bolstering. Mager specializes in designing, developing and manufacturing aerostatic

motion solutions for industrial applications. Sales Assistant Maria Teresa Testa adds, *"GAP can help companies solve problems and find new opportunities."*
(www.mager-ab.it)

Pro S3

Daniele Camatti (CEO): info@pros3.it

"GAP gave us the ability to use untraditional channels to evaluate our U.S. based company," says CEO Daniele Camatti of Pro S3 Ltd, which designs, manufactures and sells two products of the unmanned aerial systems family. *"The students acquired a huge amount of data which in itself is the benefit."*
(www.pros3.it)

Reynaldi

Marco Piccolo (CEO): marco.piccolo@reynaldi.it
Elisa Pellegrino (Export Manager): elisa.pellegrino@reynaldi.it

"We were able to develop a clear image of our company," exclaims Reynaldi CEO Marco Piccolo, who had the additional opportunity to learn English and hire two new English-speaking employees as a result of the GAP. *"Through this rich experience, the GAP students not only developed a long-term market plan, but also helped us to further understand our company through interviews with our staff and clients."* Reynaldi is a family owned and operated all-natural cosmetics producer. Export Manager Elisa Pellegrino adds, *"We were able to obtain in-depth analyses of our company and had a great time working with the students, who were both thorough and flexible."*
(www.reynaldi.it)

SPECIALINSERT

Cinzia Arduini (CEO): cinzia.arduini@specialinsert.it
Federico Sarti (Export Manager): federico.sarti@specialinsert.it

Cinzia Arduini, CEO of SPECIALINSERT, comments, *"Through our participation in GAP we developed an understanding of the different mentality and approach we needed to take to succeed in the U.S. market."* SPECIALINSERT develops, manufactures and supplies mechanical fastening systems. Export Manager Federico Sarti explains additional benefits of the program. *"We have already seen some preliminary effects from participating in GAP. We have started to work with customers and have improved sales in the U.S."*
(www.specialinsert.it)

Svinando

Riccardo Triolo (Director): hello@svinando.com

Lorenzo Triolo (Purchasing Manager): acquisti@svinando.com

Svinando is an online wine club that specializes in Italian wines from smaller Italian wineries. Director Riccardo Triolo says, *"Participating in GAP gave us the opportunity to sit back and review our strategy and processes for future expansion."* Lorenzo Triolo, Purchasing Manager, adds, *"We had a great and very productive experience which allowed us to see our business under an entirely new perspective."*

(www.svinando.com)

2013**AMET**

Andrea Argondizza - CEO (andrea.argondizza@amet.it)

Paolo Cavallo - Technical Director (paolo.cavallo@amet.it)

"It was a very useful project," says Andrea Argondizza, CEO of AMET, an engineering research and development firm focused on automotive testing. *"We appreciated their methodical approach to penetrating new markets."* Technical Director Paolo Cavallo adds, *"The students were very talented and very smart in understanding the main issue of the market."*

(www.amet.it/)

Beta 80

Francesco Frugiuele - Director of Marketing and International Development

(Francesco.frugiuele@beta80group.it)

"GAP is a great value program," says Francesco Frugiuele, Director of Marketing & International Development for Beta 80 Group. *"It has been worthy of all the energy spent."* Beta 80 Group, which is a system integrator in information and communications technology, has a software platform for 9-1-1 style PSAPs (Public Safety Answering Points). The company, which is also developing an innovative mobile travel platform to provide integrated travel planning, paper-less ticketing and electronic billing reporting, is the leader in the Italian market.

(www.beta80group.it/)

Drink Cup

Matteo Chiera di Vasco - CEO (m.chiera@drink-cup.it)

Drink Cup, a producer and distributor of bottled water solutions, participated in GAP because they were interested in entering the U.S. market. CEO Matteo Chiera di Vasco describes his experience in working with the GAP team. *"The students were wonderful,"* he remarks. *"They were very open and always available."* When asked if he would recommend the GAP to other companies, he exclaims, *"Absolutely! This is an inexpensive way to enter the U.S. with a product that would have taken a lot of time and money had we gone to outside consultants."*

(www.drink-cup.it/)

FIUDI

Silvio Petitti - Sales Director (silvio.petitti@fiudi.com)

Luigi Marchiaro - Export Sales Manager (luigi.marchiaro@fiudi.com)

Fiudi provides innovative solutions for milling, turning by developing and grinding operation both in monocrystal diamond, PCD and PCBN by developing and manufacturing advanced cutting materials. *"The students provided us with honest, unbiased opinions and an opportunity to approach the idea of international expansion in a different way,"* says Silvio Petitti, Sales Director for FIUDI. Export Sales Manager, Luigi Marchiaro, comments, *"Without GAP, we would not have been able to gather nearly as much information in the given time in terms of total market value, benchmark products' market value, competitors and opportunities."*

(www.fiudi.com/)

Info Solution

Giovanni De Salvo - Director (g.desalvo@infosolution.it)

Info Solution is an information and communication technology company that designs and engineers equipment and systems for a variety of industries including aerospace, defense, telecommunications and healthcare. The company's Director, Giovanni De Salvo says of the GAP program, *"We really appreciated the faculty and the students were very smart, proactive and motivating to work with."*

(www.infosolutionsllc.com/)

Osai Automation Systems

Giuliano Gallizio - LASER Machineries Sales (g.gallizio@osai-as.it)

Giuliano Gallizio from Osai Automation Systems comments, *"GAP provided us with a concrete market study that we would not have been able to do by ourselves, and would have otherwise been very expensive."*

Osai Automation Systems designs and builds innovative solutions for assembly and final testing of components.

(www.osai-as.it/)

Personal Factory

Francesco Vito Tassone - CEO (Francesco.tassone@isolmix.com)

Personal Factory's primary product, Origami 5, is an individualized production plant, measuring six square meters for the manufacturing of dry mix mortars used by construction companies. The company's goal is to enter the U.S. market. CEO Francesco Vito Tassone describes the benefits his company received for participating in GAP. *"This was a large study at the right cost. The students interviewed people in different markets and developed a business plan, which included the cost of expanding in the U.S."*

(www.personalfactory.eu/)

Ravizza Packaging

Roberto Ravizza - CEO (robertor@ravizzapack.com)

Paolo Cuizza - Sales Manager of Europe (cuizza@ravizzapack.com)

"In the beginning," relates Ravizza Packaging CEO Roberto Rivizza, *"I expected that the GAP project would be slightly academic. However, I was surprised with the real work experience and the analytical approach to the project that the students had."* Ravizza Packaging provides packaging machinery and materials that give maximum flexibility in minimum floor space. Sales Manager Paolo Cuizza adds, *"The GAP project was exciting and collaborative with students that had great experience in an international context."*

(www.ravizzapackaging.com/)

SAET

Elisa Minchianti - Business Development Coordinator (businessdev@saetgroup.com)

Angelo Doni - R&D Engineer (a.doni@inovasrl.it)

"We hope to participate again," comments R&D Engineer Angelo Doni about their second time participating in the GAP program. SAET designs and manufactures induction heating machinery. *"It was a great opportunity for our company to be part of GAP."* Marketing & Business head Elisa Minchianti adds, *"The team did the primary and secondary research; it would not have been easy for us to get the interviews with companies."*

(www.saetsrl.com/)

Sounday

Giuseppe Ravello – CEO (Giuseppe@soundaymusic.com)

"I was so happy with our team of students," says Giuseppe Ravello, CEO of Sounday, a technology company that allows artists, sound engineers, recording studios and fans to not only create and manage content, but also to connect with fellow musicians and service providers through online social media. "They had a strong skill set and showed passion, excitement and commitment to the project."

(www.soundaymusic.com/en)

2012**CTS Electronics**

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For CTS, one of the world's largest manufacturers of cash recycling and cash deposit devices for commercial banking and retail markets, the 2012 GAP project was the company's second time around with GAP. *"In 2010, we had a very positive experience,"* relates Nicolo Giorgetti, Marketing & Product Planning Manager after the GAP presentation. *"In fact, we are still in contact with them and two students came here to meet us today."* David Kidd, Global Business Development Manager explains why CTS is back again. *"With all of the primary research, this is a very cost-effective way to understand a new market."*

(www.ctsgroup.it)

Dipro Medical Devices

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"GAP provides companies with great tools to grow their business," states Cristina Buemi, General Manager of Dipro Medical Devices SRL, a company that specializes in the manufacturing of medical devices. Ms. Buemi adds, *"The GAP students had a very open-minded mentality and working with our team was an excellent experience."*

(www.dipromed.eu)

Experientia

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Pierpaolo Perotto, CEO at Experientia says, *"Among all the GAP steps, primary research is a very precious contribution, because it provides a lot of reliable insights."* Experientia is a user experience design

consulting firm that helps companies conceive and innovate products or services with an emphasis on user research and people-centered design. "GAP provides us with a systematic approach to business questions and challenges," continues Senior Partner Mark Vanderbeeken. "We were able to better approach questions on what we should do through the students' anonymous primary research, which gave us a fresh opinion."

(www.experientia.com)

Farmen ICD

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Guido Bassignana of Farmen ICD, a family-owned Italian hair and skin care manufacturing company says, "The GAP experience was illuminating and the transparency was wonderful, because the students had no fears in their research and suggestions." Luca Binello adds, "The students were willing and able to confirm which way is the potentially most effective way to enter the U.S. market with our products."

(www.farmenspa.com)

Gascom Renew

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When asked about the benefits of participating in GAP, Francesco Marangon, CEO of Gascom Renew, responds, "The primary research was the most valuable, because through their interviews, the students obtained information that gave us insights." Gascom Renew, an engineering, procurement and construction company, is also an independent power producer dedicated to building, owning and managing renewable energy power systems. CTO Francesco Berti adds, "The team did a good job."

(www.gascom.it)

GEODATA

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"GAP is a great way for companies to understand their potential of entering the U.S. marketplace," says Nicola Ruga from GEODATA, a geoengineering company that focuses on enhancing the value of the underground in order to meet modern requirements of sustainable development and transportation. He comments, "Working with the GAP students was a very positive experience."

(www.geodata.it)

Moving Box

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Mario Traverso of Moving Box is so impressed with GAP that he's planning on participating next year with another company. Moving-Box's product, Plug & Move, turns mechanical-assist compact shelves into fully-automated smart shelving systems. *"I like GAP because of the format - we come to school and have time to study."* Francesco Pirinoli adds, *"GAP helped us on how to approach the market."* (www.moving-box.it)

Netsystem (AKEnquire)

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"We changed our approach to entering the U.S. market, thanks to our GAP team's work," explains Marco Morfino of AKEnquire's. The company's technology focuses on analyzing unstructured data (from Twitter, web blogs, news sites, etc.) and categorizes it as positive, negative or neutral sentiment. Mr. Morfino continues, *"We really appreciate the student's hard work and great suggestions."* (www.netsystem.com)

Simpro

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Mauro Gallo Rosso, the Head of Business Development at Simpro, a company that provides the designing, manufacturing and turnkey installation of railway test benches says of GAP, *"It is a very good experience for companies who are looking to shake up a market with a new project or product."* (www.simpro.it)

Tessitura Mabel (www.mabel.it)

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Mabel Director Claudio Paganini was impressed with the students. *"They understood our technical product very fast."* Mabel produces woven tape made of iron and synthetic fiber (wire carrier) for the automotive industry. Plant Director Luca Mingrone points out additional qualities of the students. *"They were very professional and friendly; the main benefit of the project was the research."*

Valente

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"We got very lucky with our GAP team and advisors," says Luca Menoncello, a member of the Board of Directors at Valente, an engineering and manufacturing company operating in the fields of crane rail and fastening systems, as well as tunneling and mining equipment. He adds, *"The students produced a very high level of work and by the end of the project, we had moved to more of a friendship relationship."* (www.valente.it)

XENIALAB

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When asked about the benefits of participating in GAP, Diego Gosmar of Xenialab responds, *"Now we have an understanding of our go-to-market strategy with a structure and a plan."* Xenialab, whose flagship product xCALLY is a turnkey customer care suite for inbound, outbound and blended call centers, is interested in the product's introduction in the U.S. Giuseppe Innamorato will recommend the GAP program to other companies because of the *"international experience, which provides an opportunity for growth."* (www.xenialab.com)

2011**CELL Language and Information**

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CELL, which provides software solutions and services for natural language processing, faced a challenge for their future growth. *"We built our company on technology,"* explains Beata Dobrzynska. *"We had no business or marketing perspective, so we were able to go through an important learning experience with GAP."* (www.celi.it/en)

DMS Multimedia

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"After reading the stunning comments from prior participants, our company realized what a great opportunity GAP would be for us," explains Andrea Laus, CEO of DMS Multimedia, a company that produces e-learning and simulation products. He continues, *"We had the best experience possible. Our wonderful and intelligent GAP team has already helped us to focus on a specific strategy for our company's U.S. entry."* (www.dmsware.com)

Eton Energia

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Eton Energia's purpose for participating in the GAP Program was to develop a strategic plan for U.S. entry. Alessandro Guglielmi describes his GAP team, *"They had high level brainstorming and they were well-prepared."* The company owns and operates solar power plants. *"Based on the team's suggestions we tried to change some procedures and it worked well."*

(www.etonenergia.com)

Inkmaker

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"Exciting!" is how Valentina Cigna describes the GAP Program for Inkmaker, which manufactures paint and ink dispensing systems. *"The project gave us a much better understanding of the American market."* Christophe Rizzo adds that he would like to repeat the experience, since the team brings *"American eyes"* to the project. *"They had a very different perspective than we did,"* concludes Rob Landers.

(www.inkmaker.com)

Neodata Group

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Giovanni Giuffrida, CEO of Neodata Group, which optimizes the delivery of digital content, sales and audience reach, says of his GAP experience, *"It was very positive."* He explains, *"We were looking to obtain an inexpensive business plan for our U.S. market entry and GAP fit exactly what we were thinking about. Our team was made of up great students from a great organization."*

(www.neodatagroup.com)

Oikytech

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Enrico Benzoni, Business Developer with Oikytech, describes one of the greatest benefits of the GAP Program: *"Having a team, based in the U.S., was important, because they found information that was very difficult for us to research."* Oikytech is a holding company that offers a wide range of technological solutions. He goes on to describe an additional benefit, *"The Program created a good opportunity to internazionalize the company thanks to the supervision of professors and potential partners"*

(www.oikytech.it)

Prima Electro

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"We received more in-depth market research than we could have done in our own organization," says Terry VanderWert, President of Prima Electro North America, which designs, manufactures and markets industrial-grade electronics and laser sources. "And it was quite affordable," he adds. "The students worked hard and we had a lot of interactions."

(www.primaelectronics.com)

SIEL

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"The market research was successful," says Glauco Pensini, Export Sales Director of Siel, which manufactures Uninterruptible Power Supplies for public and private customers and Inverters for the solar and wind industry. The company decided to participate in the GAP Program because they were opening a facility in Canada and wanted to understand if the business model in Italy would work in North America. "Now we understand the market and we know how to enter the market much better than we did."

(www.sielups.com)

TESCO GO

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"Our company immediately clicked with the GAP students," says Mauro Garcin, Sales & Marketing Director of TESCO GO, an Italian transportation engineering company that provides design and development expertise to customers in different sectors. He continues, "They were a particularly brilliant group of people from very diverse backgrounds. This yielded a culturally-rich project and enhanced our company's professional network." He adds, "I've already recommended GAP to several other companies, since it's such a tremendous tool for international expansion."

(www.tescogo.it)

ULIXE Group

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Simone Offredo and Francesco Scrufari, CEOs of ULIKE Group, which simplifies complex technologies and finds cost-effective technological solutions, agree that their GAP project pointed out the positive and negative aspects of entering the U.S. market. Mr. Offredo continues, "GAP was a

good opportunity for us to compare working methods with the students.” CTO Claudio Bardelle adds, “I would recommend the program because it gave a good overview of pluses and minuses of entering the U.S. market.”

(www.ulixe.com)

2010

CTS North America

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“GAP gave us a clear and structured presentation of a strategy for penetrating the U.S. market,” says Andrea Filippini, President and CEO of CTS Electronics, a company focused on the development, production and support of systems for electronic payments. He says that it would be a “great experience for companies without U.S. experience.” He notes that working with the students was the “best I could imagine.”

(www.ctsna.com)

Edizioni Esav

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Luca Pissimiglia, Director of Multimedia Projects at Edizioni Esav, an Italian publishing company specializing in creating and distributing B2B publications, says about GAP, “It was interesting and very well organized and structured. The students were full of new and engaging ideas.” He adds that participation in the Program will give his company a valuable “competitive edge.”

(www.estetica.it)

FILTRA

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For Sales and Marketing Director Dr. Alberto Ruatta, FILTRA, has already benefited from the GAP project. “Thanks to the primary research,” he says, “we’ve had an opportunity to meet potential partners.” FILTRA is an Italian company that designs and manufactures coolant filtration and chip conveyor systems for industrial customers engaged in metalworking processes.

(www.filtra.it)

Loquendo

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Loquendo, a privately held Italian company that provides speech technologies for telephony, embedded and PC based solutions, entered GAP with the goal of assessing market viability in creating a presence in the U.S. *"We received interesting feedback from the primary research,"* says Paolo Coppo, Vice President. *"We found that the perception of our customers was different from what we previously thought."*

(www.loquendo.com)

SICMAT

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"GAP helped us to become more conscious of our strengths and weaknesses as a company," says Ettore Miletto Petrazzini, Managing Director of SICMAT, an Italian company specializing in the manufacturing of computed numerical control gear shaving and honing machines. *"We will be following at least one of the recommendations made by the students,"* he adds. *"It was a very good exchange of information."*

(www.sicmat.com)

Teoresi

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Giuseppe Santangelo, President and CEO of Teoresi, a company that provides engineering consultancy services, says, *"We better understand our value proposition as a result of the GAP team beginning our relationship by asking a lot of questions."* Teoresi has expanded its business into the United States with a new incorporation in Michigan.

(www.teoresigroup.com)

Tubiflex

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"We decided to participate in GAP to get a more professional approach to marketing; it was beneficial and makes you look at new approaches in marketing," says Pietro Quaranta, Managing Director of TUBIFLEX, an Italian company that produces flexible hoses for a applications in the automotive, industrial, aeronautical and shipping industries. Dario Piola, General Manager, adds that working with the students was *"very interesting and led us to have a clearer view of an entry strategy for the U.S. market."*

(www.tubiflex.com)

2009**Aton**

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VP Alberto De Nardi of Aton, which develops mobile and wireless applications says, *"GAP was a global experience. We saw several cultures merge and that was a good feeling. We created a fusion of points-of-view."* Domenico Marchetti, Marketing Director, adds, *"Our main benefit was understanding that our thoughts were not correct before participating in this program. We will now be changing our business model."* Business Development Manager Giovanni Bonamigo comments, *"We never thought of the students as students. They behaved like consultants and treated us like clients."*
(www.aton.eu)

Hicare Research

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"Fantastic," is how Massimiliano Cavallo, a partner at the business intelligence software company, describes his GAP experience. *"It gave us a chance to interact with wonderful and smart people and the primary research was outstanding, which helped to identify our best strategic option."* Partner Giuseppe Puccio adds, *"The team focused on the right market and the right customers."*
(www.hicare.com)

Minteos

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CEO Marco Brini describes the GAP kickoff meeting in July: *"I didn't expect to learn anything, but there were very interesting lectures. GAP forced me to think about my company in ways that I had not done so in the past."*
(www.minteos.com)

Natura House

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"The U.S. is another world," says Stefano Spialtini, owner of Natura House, which sells natural cosmetic products and dietary supplements. *"It's difficult to start doing business in a new country,"* he

continues, which is why he wanted a business plan from a program associated with a University. "We got a very good business plan to enter the U.S."
(www.natura.it)

Rosfer

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In spite of expectations about an analysis of their business and the possibilities to expand it, "We achieved a different result: a deeper understanding of our own company organization, in particular the need to diffuse the knowledge and responsibilities between different people within the company," says Quality Manager Piero Ausonio Bianco. "In recognizing a bottleneck, at least the students helped us see the need to modify our organization." Rosfer produces customized metrological control systems for the automotive and aviation industry.
(www.rosfer.it)

Sintea

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According to Business Developer Roberto Putero, the GAP program has affected his organization in realizing new needs. He says, "We intend to open and manage a branch in the United States and also to reorganize some operations in Italy." Mauro Primavera, Product Manager, says, "The students' business plan provided us with a good document." Sintea develops software solutions for the investment management industry.
(www.sintea.com)

2008

Egidalive

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Angela Lamarina, Director of Analysis and Research Studies, says her company "plans to make changes to the management structure as a result of the GAP project." She continues, "It was helpful to gain insight into a different understanding of how to do business." Egidalive provides home automation and security solutions.
(www.egidalive.com)

Graziadio

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Founded in 1959, Graziadio engineers, produces and sells busbar trunking systems. Interested in a business plan for expansion in Eastern Europe, Michele Rigazzi describes one of the program's benefits. *"The GAP students with a UCLA business card were able to get more answers in their interviews than we would have."* Sales Manager Dott. Luca Rigazzi adds, *"We found that the students, with their five to six years of work in a multicultural country, have more practical experience than MBAs in Europe."* (www.graziadio.it)

Intelbanq (www.intelbanq.com)

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"The students had very interesting ideas on how to develop our business," says Paolo Cirvegna, Sales and Marketing Director of Intelbanq, which has created a digital check truncation machine. *"By participating in the program, we gained powerful business tools, learned how to develop a business plan and do intensive research."*

Irion

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For Irion, financial data management and data quality software provider, the GAP project generated immediate results. *"We found two potential partners that we're meeting with during the next few days,"* explains Partner Alberto Scavino. Adds Partner Giovanni Scavino, *"The students provided us with a network of relationships that we'll use in the future."* (www.iriondq.com)

Nimbus

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"Companies that want to look at the U.S. market need this kind of independent perspective," says Alessandro Rovera, CFO of Nimbus, which has designed and developed an unmanned flying platform. He describes the benefits of the GAP program, *"We have an independent assessment for an unknown market and positive input regarding company methodology."* (www.nimbus.to.it)

Pastorfrigor

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Pastorfrigor manufactures commercial refrigeration and display equipment. Davide Montana, General Manager, describes the GAP program. *"It was very well organized by UCLA and was properly focused on practical suggestions rather than theory. We got a very good picture of the market and useful recommendations that we are going to implement."*

(www.pastorfrigor.it)

SAET Group

CEO Davide Canavesio says that SAET wanted to *"enter into the solar industry with a product launch of a technology that is non-existent today."* Mr. Canavesio continues, *"The program offers benefits that only an international university could bring."* He recommends GAP particularly for those companies who have previously been disenchanted with the university experience. SAET Group has over 40 years in providing heat induction solution

(www.seatgroup.com)

SEAC02

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Participating in the GAP program previously, Andrea Crignano says, *"This project helped our company to focus on the U.S. market and determine which products to launch."* SEAC02 specializes in virtual and augmented reality applications targeted for the manufacturing, retail, marketing and media industries. *"Most exciting were the results of the primary research,"* continues Mr. Carignano, *"which we would not have been able to do on our own."*

(www.seac02.it)

2007**Bosco Italia**

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For Emanuele Bosco of Bosco Italia one of the highlights of the GAP project was accompanying the team on customer calls and listening to the discussion on how the company could improve. *"It was very interesting,"* he recalls. He describes the project's product: *"We have an extremely complete and concrete photo of our situation as part of the strategic business plan."*

(www.boscoitalia.it)

Dott. Gallina

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"The GAP project gave us a working tool," says Amit Israeli President of the Gallina USA llc, about the business plan that assessed the company's US operation. Gallina, which designs and manufactures polycarbonate materials for building applications, was impressed with the GAP team's understanding of the company's products. One of the reasons was that the team included an MBA student from Italy. *"This student was able to transfer information to the team after spending one month with Gallina in Italy,"* says Dario Gallina CEO of the Gallina Group.

(www.gallinausa.com)

Gozzo Impianti

For Gozzo Impianti, which provides technological systems for commercial construction, the GAP team suggestions were implemented before the project ended. *"Our organizational structure had been flat,"* explains Novella Gozzo, Secretary General Commercial Division. *"Now we've hired a human resources manager to help change our org chart."* Chairman of the Building Construction Division, Andrea Lazzari points out another benefit of participating in the GAP program: *"The primary research was very useful; we found out information about our competitors and customers."*

(www.gozzoimpianti.it)

Sabelt

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Massimiliano Marsiaj, Sales Manager in the Child Safety System Division of Sabelt, likened participating in the GAP program to engaging a very experienced consulting company. *"The economic benefit was about \$100,000 for us."* Sabelt, whose goal is to expand internationally, is so enthusiastic about their practical business plan that they would like to participate again next year. The company develops and manufactures products for auto child safety.

(www.sabelt.com)

SDProget

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SDProget, which develops CAD applications for industrial automation, joined the GAP program to evaluate the potential of two project lines. *"We needed to grow,"* admits Managing Director Ivano Toffoletti. The GAP project provided the blueprint for that growth in the US. *"Now we can use the template from the US research in the other markets that we plan to enter."*

(www.skproget.it)

SEPA

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Like many GAP companies, SEPA participated in the program to determine how they should enter the US market. However, shortly after the project started, the GAP team identified a better market. "We switched our focus to China," relates Sales Manager Alberto Cornacchia, "which was a good suggestion." SEPA, which provides solutions for railway video surveillance, now has a "terrific business plan that is very professionally written" for the China market.
(www.seperatorino.it)

Tauring

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Although most GAP companies are young, Tauring, established in 1955, participated in the program at the recommendation of a colleague. As a family-owned business, Tauring, a world leader in bending machines, wanted to transition to more professional management with a focus on improving profitability. "We needed another point of view," cites Tauring President Mauro Meliga. "The students were very knowledgeable, professional and very serious about the project." Originally, focused on entry into South America, the students encouraged Tauring to examine ways to become more profitable prior to entering a new market.
(www.tauringroup.com)