

Loison is at the helm of the Google platform dedicated to excellent businesses in the digital world

*Dario Loison is involved in the project as he relates his experience of **extraordinary entrepreneurship**: from his first steps in the www in 1996 to today's turnover of more than **6 million euros**, a success also obtained thanks to the company embracing the Internet. "The web is not only a sales tool, but is also a means to **communicate and interact full circle with customers for one synergistic development!**"*

*The platform, coordinated by **Prof. Stefano Micelli** of **Ca' Foscari University of Venice**, will be instrumental in the formation of businesses.*

20 scholarships are expected to be available for the training of companies in the use of today's digital tools and to help them innovate their business methods.

"No country in the world can count, like Italy, on a manufacturing and food system that is so highly recognized and appreciated around the world." Thus begins the video presentation of "**Made in Italy – Eccellenze in digitale**" (Excellent businesses in the digital world). This **Google-powered** platform is dedicated to Italian excellence and its objective is to showcase Italian craft and food products worldwide and to bring small businesses closer to the economic opportunities that the web offers.

Dario Loison was asked to participate in the [Eccellenze in digitale](#) project, which is a platform coordinated by **Prof. Stefano Micelli** of **Ca' Foscari University of Venice**, instrumental in the formation of small enterprises, where artisans will learn to innovate themselves in order to become more competitive. What is so special about this project is that the chair is not for the teachers: "*The most innovative entrepreneurs will be sharing their strategies with colleagues in the digital field*", Prof. Micelli says.

Among those entrepreneurs is **Dario Loison** who, with his story of **extraordinary entrepreneurship**, talks about his start in the digital world and the success of his company, which basically began in early **1996, thanks also to the choice of embracing the Internet**. The www quickly becomes the main tool a company uses to reach out to the global market, not only when it comes to selling "business to business", but also when reaching its end customers ("business to consumer") who would otherwise not have access to its products: the web in fact bridges all sorts of distances, not just geographical ones.

In this way, "disintermediation" – or cutting out the middleman - is made functional thus outlining a leaner process and making it possible to carry out direct analyses of customer needs from which to formulate appropriate strategies. All this translates into greater effectiveness of the relationship with the customer and increased sales efficiency.

«The Internet must be seen not only as a sales tool - Dario Loison states – but also as a means to communicate and interact with our customer, supplier, forward thinker or chef, so to retain them and share with them everything that revolves around our products: from tips on how to eat them, to recipes of bloggers and chefs.»

Dario Loison's lesson is part of a program that aims at bringing small- and medium-sized enterprises closer to the big opportunities that the on-line world offers today. Google's project features **20 six-thousand-euro scholarships for young digital experts** who will support businesses for six months in order to deliver training in today's digital tools and to help them innovate their business methods.

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