

Loison's business case presented during CUOA's Digital Business & Society Forum

*On February 20, during a conference held at the magnificent Villa Valmarana Morosini, three Italian entrepreneurs told about their path to success in this digital era. Alongside **Dario Loison** was **Riccardo Felicetti**, CEO of his family's pasta factory, and **Filippo Ronco**, founder of Vinix.*

On February 20, 2015, the CUOA Business School held a conference on digital innovation and internationalization at their headquarters inside Villa Valmarana Morosini in Altavilla Vicentina (VI),

In the year of the 'Feeding the planet, energy for life' world expo, CUOA organized its first [Digital Business & Society Forum](#) with the goal of addressing the topic of **digital innovation** by analyzing **case histories of successful SMEs** in the food and wine industry. Three significant business cases were chosen based on the companies' strategic choices to anticipate the times, a decision that helped them achieve success in this digital era.

A visionary and forerunner of his times, skilled craftsman **Dario Loison** told about his professional experience and his early start, when his company website consisted of only a few pages. Back in **1996**, very few artisans had grasped early on the importance of the Internet. Now, Loison's online presence comprises four dedicated portals: the [Corporate](#) website, the food & wine magazine [InsolitoPanettone](#), the portal dedicated to the [Press](#) and the online [Shop](#). There's more to say. In the early **2000s**, Dario Loison understood the importance of enriching his Panettone and Colomba cakes with special [ingredients](#), such as those included in **Slow Food's Ark of Taste** catalog. The precious ingredients, along with the slow rising process and the one-of-a-kind packaging, made the difference in the success of his [artisanal](#) products.

Alongside Dario Loison was **Riccardo Felicetti**, CEO of pasta makers [Felicetti](#), a four-generation business with a yearly turnover of 30 million euros. They have recently opened an online shop, which represents an important step toward e-commerce. Mr. Felicetti called it "the top Italian online shop, in terms of performance". Finally, the business case of [Vinix](#)'s portal was introduced by its founder **Filippo Ronco**. Established in 2007, this was the first Italian case of an all-in-one social and e-commerce network.

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Press release #7 – February 23, 2015