

Dario Loison speaks at the MUSTer program in Dynamic Management held at the *FICO* in Bologna

*On February 3, 2018, the pastry chef from Costabissara, Vicenza, headed to agri-food park Fabbrica Italiana Contadina in Bologna to speak about his entrepreneurial experience to the management course organized by the **FiordiRisorse** association. «In 1992, when I took over my father's company, I decided I had to make some changes: I did not want to simply sell confections, I wanted to sell confections around the world".*

On **February 3**, Dario Loison traveled to Bologna to speak at a program held at **FICO**, the largest agri-food park in the world.

He was invited to talk about his business experiences at the **MUSTer in Dynamic Management** organized by the **FiordiRisorse** association, a business community that formed on LinkedIn in 2008. The goal of the association is to create networking opportunities between individuals and businesses that are part of the community. The 6,000-member strong group includes managers, entrepreneurs and freelancers based in the Italian regions of Emilia Romagna, Tuscany, Marche, Lombardy and Veneto.

The MUSTer program offered by FiordiRisorse features General Management classes that take place at different companies. One of the most interesting of such classes was held on **February 3** at the Bologna-based *Fico*, the largest agri-food park in the world featuring all the Italian biodiversity in one place.

Dario Loison was the first to speak at the workshop titled "**Telling about Italian food today and selling it as a cultural product**". Though the schedule was tight, Dario was able, with his natural enthusiasm and great willingness, to share his know-how and recount his extensive experience at Loison. Heading the third generation of the pastry shop in Costabissara, Vicenza, Dario Loison began by saying: "*In 1992, when I took over my father's company, I decided I had to make some changes: I did not want to simply sell confections, I wanted to sell confections around the world*".

His story is an example of generational transitions, e-management, a vision and strategic communication in an ever-evolving company that produces Made in Italy goods. Now clearly identified as "**Made in Loison**" products, they are distributed in over 50 countries worldwide. This year the pastry shop will be celebrating a **milestone, reaching 80 years in business**.

But that's another story... and we'll tell you more about it real soon!

Press Info

press@loison.com

Anna Bottazzo +39 0444 557082, ext. 420

Giulia Marruccelli +39 347 0452739

Dario Loison +39 348 4106615

loison.com - press.loison.com - shop.loison.com

insolitopanettone.com - museum.loison.com

