



Press Release

Tesori d'Italia Network launches the fundraising S.O.S.Teniamo l'Italia to support the Italian companies in front of the Coronavirus emergency

Tesori d'Italia is ready to give its support to initiatives in favor of the health emergency, to face the Coronavirus pandemic. However, it cannot neglect the drama experienced by companies at the moment and launches its **official campaign in support of Made in Italy: S.O.S.Teniamo l'Italia (Sustain Italy)**. The initiative, **supported by the Italian Embassy in Tokyo**, already involves more than 50 Italian and foreign companies and associations. It aims to create a fund to support all those activities, in particular linked to the export and tourism and publishing, which risk closure due to the blockade of the economy and the flows to and from our country.

"The health emergency linked to Covid-19 now poses new challenges for Italy and for our business fabric, and in particular for our SMEs. Export, as reaffirmed by our governmental Authorities in these days, will continue to be a fundamental aim for our companies and one of the pillars around which to build the relaunch of Made in Italy in the world". In the words of the **Italian Ambassador to Japan, Giorgio Starace**, all awareness of the difficulties that SMEs in particular will be forced to face, but also the testimony of how our institutions consider exports to be decisive for the economic recovery.

"We continue to invest in the future but we want to protect the present and, although aware that we won't be able to help everyone, we will certainly do our part" – here are the words of Riccardo D'Urso, president of the Network and creator of the Campaign – "The adhesion in unison with our partners and many Italian companies it is proof of how Italy is always ready and compact in dealing with emergencies. An extraordinary participation that is spreading like a wave not only for the country but also abroad. We know it is a difficult time for everyone and we are deeply grateful to those who are supporting hospitals and civil protection, but there is also an undergrowth of companies in Italy that today really needs help and, while we give our contribution from one part, it is necessary to take action to give them all the support we can. Because if you do not help the craft and industrial machinery of a country, it undermines its own ability to be generous and do charity".

S.O.S.Teniamo l'Italia part in **Italian, English, French** and **Japanese** and has as its leader, in Italy, the Non Profit Association **Le Mappe dei Tesori d'Italia** and, in Japan, the No Profit Association **Tesori of Japan**. It find the initial push from Tokyo, with the participation of **WJNetwork**, the **W'Japan Co., Ltd.**, the **Nagoya New Road International Co., Ltd.**, **Balnibarbi Group** – listed company, which with over 100 active restaurants is among the leaders in the restaurant sector and especially in the communication linked to the International Food and Lifestyle – and other important groups of the Rising Sun. In Italy it is supported by **d'Urso International Management**, **High Quality Italy**, **Lest Group**, **Accademia Europea per le Relazione Economiche e Culturali (A.E.R.E.C.)**, to which are added **Orange Media**, **MGM Alimentari**, **FeelingFood Milano**, **Cantine Menegolli**, **Wine Was**, **Caffè Moreno**, **Consorzio della Mandorla di Avola**, **Amaronna**, **Azienda Agricola Mastrangelo**, **Casale Giancesare**, **Toffini Academy**, **myWorld Italia**, **Studio Legale Internazionale LabLaw** and many other companies.

There are two objectives:

- A fundraiser for the financing of projects to support businesses;
- A collection of products to be marketed online for the relaunch of Made in Italy exports.

It is therefore possible to join:

- With an economic contribution to be paid directly to the **current account of the Association Le Mappe dei Tesori d'Italia** IT54S0306909606100000167020 / **SWIFT (BIC):** BCITITMM;
- By donating or making Made in Italy products available for sale to the Campaign by writing to direzione@tesoriditalianetwork.it from which you will receive all the necessary information.

Projects that will be financed:

- **S.O.S.Teniamo** (Support) **the Made in Italy, fund to support Export**
- **S.O.S.Teniamo** (Support) **the Tourism, fund to support Tourism**
- **S.O.S.Teniamo** (Support) **Italian Newsstands, fund to support Italian Newsstands**

Tesori d'Italia dedicates to the Campaign its web portals and the E-commerce platform, which will be launched and structured specifically to support national and international product marketing. The international freight forwarder Shenker was chosen as a partner for the logistics and storage of merchandise, and he joined the Campaign by making his warehouses available free.

Tesori d'Italia will act as **spokesperson and guarantor for local institutions and credit institutes** so that, pending the application of the important government procedures launched, we can quickly organize ourselves to meet entrepreneurs in difficulty. The **calendar of scheduled interventions** or those carried out in the area will be published, as well as the relative funds used for each project.

Initiative organized by

TESORI D'ITALIA
network

Tesori of Japan, WJNetwork, W'Japan Co., Ltd., Nagoya New Road International Co., Ltd., Balnibarbi, d'Urso International Management, High Quality Italy, Lest Group, A.E.R.E.C.

Orange Media, MGM Alimentari, FeelingFood Milano, Cantine Menegolli, Wine Was, Consorzio della Mandorla di Avola, Amaronna, Azienda Agricola Mastrangelo, Casale Giancesare, Toffini Academy, myWorld Italia, Studio Legale Internazionale LabLaw

stampa@tesoriditalianetwork.it