



FRIGERIO

® il Gruppo

TOGETHER FURTHER REFRIGERATING UNIT CONVENTION

Milan, 06 March 2023 - The Frigerio Group Convention took place on Saturday 04 March: over 120 participants including employees, affiliated agencies and network consultants from all over Italy, gathered at the brand new NH Collection Milano CityLife. A day full of food for thought on results and objectives, an opportunity to share values and vision.

President Giancarlo Frigerio opened the day with his welcome greeting and then left the floor to his children to illustrate a renewed Frigerio Viaggi and all the actions developed on the road towards a very challenging 2023. Paola, Travel, Marketing & Network Director, focused on the Group's new vision and unique tools such as technology and programming: FriTravelApp, developed for business travel, a valid tool for both companies and travel professionals. The WOW catalogue, a careful selection of holiday packages around the world and the OpenCITY App, which puts the tourist at the center of his visit experience with the most modern geo-localisation, geo-fencing and augmented reality technologies. Carlo, Mobility Director, retraced the history of the Group which began with coaches after the Second World War and highlighted how the Transport Division has already reached the turnover levels of 2019. Simone, General Director, highlighted the results achieved in the recently concluded 2022, with an excursus on the last post-pandemic years that the entire sector has experienced with difficulty, and illustrated the objectives for 2023. A year that could be the key to time. Chiara, HR Director, finally focused on the centrality and importance of people and on the internal reorganization of the company, which in recent months has carried out an intense recruiting campaign: several of the participants in the room were new entries, who combined the own skills to those of the consolidated staff, forming a new team that begins a new journey together, united by the same values - safety, resilience and innovation.

Hence the title of the Convention "Together further" which featured a "limited edition" version of the logo of the Group in the shape of a heart, to symbolize the fundamental importance of people, the importance of teaming up and working together.

A team also enriched by the work of highly valued partners: insurance, carriers and mobility, tour operators and DMCs, hotel chains and services. Guests of the Alpitour World Convention were Ergo Assicurazione, MSC Crociere, ITA Airways and Viaggi Universitari, who gave their contribution by communicating with all the travel agents and professionals present in the room.

The day ended with an exciting Lego Serious Play team building, a collaborative learning methodology which, through the creation of three-dimensional models, allows you to generate knowledge. An opportunity to create new solutions and transform individual knowledge into organizational capital, increasing the level of awareness in the individual and in the group regarding their individual role, in the group and in the organization. Because, as the American artist Nathan Sawaya says, who uses Lego to create personalized three-dimensional sculptures and large-scale mosaics, "Dreams come true one brick at a time".

FRIGERIO VIAGGI - The Frigerio Group today brings together over 50 travel agencies and travel planners throughout Italy and offers guarantees of seriousness and reliability. Individual and group travel, Holidays, Incoming, Business and Corporate Travel, Meetings, Incentives, Congresses and Events without forgetting Communication and Marketing: these are the areas of excellence in which today the company stands out for giving each of its individual customers, in addition to the care and attention that are part of its tradition, a unique and unrepeatable solution every time.

For more information:
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