



OUTSTANDING NEWS

PARTNERSHIP BETWEEN SAMO AND THE DEPARTMENT OF ECONOMICS AND MANAGEMENT OF THE UNIVERSITY OF TRENTO

Bonavigo, 22 November 2012 – On 16 November, Samo welcomed a group of students from the Department of Economics and Management of the University of Trento, who were there to take part in the “*Trento Marketing Challenge*”, a competition among work groups on marketing themes linked to foreign markets, in particular the Russian market.

Samo, recognised as the leading Group in the bathroom furnishings sector and open to frequent experiences in synergy with the world of academia, was pleased to join the “*Trento Marketing Challenge*” project of the prestigious University’s Department of Economics and Management.

The themes developed will be assessed at the end of the competition by Samo’s Marketing Management team and by the teaching staff of the University of Trento; thanks to Samo, the best two groups will have the opportunity to take part in the final stage of the Eurasian Economics Youth Forum, to be held in May 2013 at the Ural State University of Economics of Yekaterinburg (Russia), and to present their project.

The outstanding work Samo Group is acknowledged for continues, also offering a **new training opportunity for young people**, who represent the way ahead.



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