

Friday, 12th October 2018, 12.30 – 14:00 hrs, MCI I, Aula

starting from scratch.

How to build up a global company



MARIO MORETTI POLEGATO

Founder & President, GEOX SpA, Montebelluna/Italy

Geox is a leading brand in the International lifestyle footwear Market. The success of Geox is due to the constant focus on the application of innovative solutions and technologies on the product that guarantee both impermeability and breathability. Geox technology is protected by over 60 different patents registered in Italy and extended internationally.

Mr. Moretti Polegato was born in 1952 in Crocetta del Montello (Treviso). Upon completing his studies as an enologist and graduating in law, he concentrated on managing his family-owned agricultural and wine business, which had been in operating for three generations.

In the mid nineties, following the invention of the waterproof and breathable rubber sole, Mr. Moretti Polegato commenced a new business in the footwear sector. In 1994 he received the Italian "award for creativity" from the Italian Industries' Association (Confindustria). In 1995 he was granted the honorary title of "Commendatore Nazionale" of the Italian Republic. Mario Moretti Polegato has received many acknowledgements. In 2002, he was nominated Entrepreneur of the Year – a title given to him by Ernst & Young - and in 2003 he received the Best Italian Entrepreneur in the World award.

He has held the diplomatic position of Honorary Consul General of Romania for North-East Italy since 1997, and he has been a member of the Executive Board of Confindustria (General Confederation of Italian Industry) since 2003.

Free participation for members of MCI Alumni & Friends and invited guests. Please register at alumni@mci.edu.