



The entrepreneurial values of a family led by the principle of *novare serbando*



The entrepreneurial values of a family led by the principle of *novare serbando*. Conversation with Niccolò Branca

**Thursday
November 24, 2022
18.30–20.00**

**Auditorium
West Campus
Lugano**

Entrance is free

For further information
and to participate,
please register via mail to:
unescochair@usi.ch

Niccolò Branca is an Italian business humanist and writer. Since 1999, he is president and CEO of the Holding of the Branca International S.p.A Group. The historic brand produces the world-famous drinks Fernet Branca and Branca Menta, as well as many others. His leadership represents the fifth generation of a family in business, identified for almost two centuries with a unique drink: a secret medicinal herbal remedy now shaping the imagery of the Milanese social wellness and urban life. The company is today led by the principles of the “economy of awareness”, a business concept based on humanistic principles applied to the organization throughout the entire value chain. The motto “novare serbando” links the idea of evolving with market trends and consumer needs while preserving the cultural heritage through the ancient entrepreneurial values of the Branca family. Two of the last books authored by Niccolò Branca are *Per fare un manager ci vuole un fiore* (Mondadori 2013, Marcos y Marcos 2020) and *Economia della Consapevolezza* (Macos y Marcos 2019).

- Organized by:
- USI UNESCO Chair in Information and Communication Technologies to develop and promote sustainable tourism in World Heritage Sites, and
 - UNESCO Chair of the University of Genoa in Anthropology of Health – Biosphere and Healing Systems.



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In the picture:
Niccolò Branca

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