



Experiences › Italy › 7 days › Three districts

EXPERIENCE

Specialize, export, form a consortium

A week on three districts that chose three different roads in the face of the same problem, international competition: one specialized, one internationalized, one formed a consortium. At the end the three results are compared, with the companies' documents in hand.

Fact sheet

01

DAYS

7

CITIES

Biella, Trivero, Pollone, Milan, Parma

RECOMMENDED
SEASON

March to June and September to November

GROUP

15 to 18 participants

LANGUAGE OF THE
VISITS

Italian and English at the Fondazione FILA Museum, with tours also in Italian Sign Language; at the other sites it is confirmed on booking

SCHENGEN DAYS USED

7 out of 90, counting the day of entry and the day of exit

PRICE

Quotation on request

→ **Request a quotation · Download the itinerary in PDF**

In the quotation we write which sites are confirmed and which are being confirmed, one by one.

Itinerary day by day

02

Day 1 — Biella. Opening, and a sports brand born from a wool mill

In the morning, the Fondazione FILA Museum, in the Brand Experience Center on via Cavour: a one-hour visit, free, by compulsory booking. Visits run on Mondays, Thursdays and Fridays: this week starts on one of those days.

In the afternoon, a two-hour opening session with the question of the week.

Day 2 — Trivero. A company and its territory

A full day at Casa Zegna: the historical archive and cultural center of a textile group, inside a mountain the same family reforested in the twentieth century.

Day 3 — Biella and Pollone. Two archives

In the morning, Fondazione Sella: company archive and photographic archive.

In the afternoon, Archivio Piacenza 1733, in Pollone: a wool mill in operation since the eighteenth century with its sample books.

In the evening, a two-hour working session on the first district.

Day 4 — Milan. The system's shop window

In the morning, the transfer.

In the afternoon, the ADI Design Museum: the Compasso d'Oro collection, that is to say the way a country built a system around products made by companies that do not talk to each other. It closes on Fridays.

Day 5 — Parma. The name that belongs to everyone and to nobody

In the morning, the Musei del cibo of the province: a network of product museums, each tied to its consortium. It is the third model, the consortium one.

In the afternoon, the Archivio Storico Barilla: a single company that in the same chain took the opposite decision, building a brand of its own.

Day 6 — The work

A guided day in two blocks of three hours. Each team picks one of the three models and writes why they would apply it to a Mexican sector they know, with the costs and with whoever would have to put them up.

Day 7 — Presentation and closing

In the morning, ten-minute presentations and discussion. In the afternoon, closing and handover of the certificate of participation.

What you visit

03

Place	What it is	Status
Fondazione FILA Museum , Biella	Company museum, one-hour visit by compulsory booking, Mondays Thursdays and Fridays	Bookable
Casa Zegna , Trivero	Historical archive and cultural center of a textile group	Bookable
ADI Design Museum , Milan	Museum of the historic Compasso d'Oro collection, closed on Fridays	Bookable
Fondazione Sella , Biella	Company archive and photographic archive	On request
Archivio Piacenza 1733 , Pollone	Archive of a wool mill in operation since 1733	On request
Musei del cibo , province of Parma	Network of product museums tied to the consortia	On request

What is included and what is not

04

Included: admissions and guided visits to the confirmed sites, the booking and coordination with whoever receives the group, the guided working sessions totalling twelve hours, the materials, one person from the Istituto with the group for all seven days, the final report handed to the institution that brings the group and the certificate of participation in the experience.

Not included: flight, transfers to and from the airport, travel between the three territories, lodging, meals, urban transport, personal travel insurance.

The season, and why

05

You travel **from March to June and from September to November**, and the constraint comes from the first of the three districts: the Biella area is mountain country, in winter the days are short and transfers between valleys become slow.

August is out.

The reason, month by month, is on the **Seasons** page.

Logistics and capacity

06

The three areas are connected by train and by short stretches of road; the group changes hotel twice in seven days. Inside the Biella area all the sites fit into twenty kilometers. The recommended group is **15 people**: it is the size that reaches the group rates without going over the access limits of the visits, which at these sites go up to 20. Above 18 the itinerary splits into two slots, the day gets longer and the cost per person does not go down.

Two day-of-the-week restrictions shape the calendar: the opening site receives visitors on Mondays, Thursdays and Fridays only, and the Milan museum closes on Fridays. Those two are fixed and everything else comes afterwards.

Cover

07

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

Do you want it to count as training, with a certificate? This experience can be built into an Istituto program, with classroom hours, a piece of work to deliver and a certificate of attendance. → **For groups**

→ **Request a quotation**

Related experiences

08

The district that never moved (4 days, Biella) · Two supply chains, one plain (4 days) · Many, small, specialized (7 days, Veneto)

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P.IVA 08466861211 · REA NA 960178	Experiences	Transparency
PEC (Italian certified email) not yet published	For groups	The certificate
Nola (NA), via Boscofangone zona ASI lotto C8	Admissions	The method
Caserta (CE), via Paul Harris 63	Visas	Who teaches
		Locations
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This program does not lead to a qualification with official value.

Istituto Belmonte is a private Italian training institute. Its programs do not award qualifications with official value in Italy or Mexico and do not carry university credits. A certificate of attendance is issued.