



Experiences › Italy › 4 days › Emilia

EXPERIENCE

Two supply chains, one plain

Four days in the same stretch of the Po plain, where two industries with nothing in common were born, engines and food, and where both solved the same problem the same way: turning a geographical limitation into a name that sells for more.

On this experience you walk into a working factory. In the catalog beyond two days there are few.

Fact sheet

01

DAYS	4
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CITIES	Bologna, Modena, Maranello, Parma
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RECOMMENDED SEASON	February to November
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GROUP	15 to 20 participants
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LANGUAGE OF THE VISITS	confirmed at the time of booking, site by site
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SCHENGEN DAYS USED	4 out of 90, counting the day of entry and the day of exit
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PRICE	Quotation on request
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In the quotation we write which sites are confirmed and which are being confirmed, one by one.

Itinerary day by day

02

Day 1 — Bologna. Inside a working factory

In the morning, the Ducati Museum and factory tour, in Borgo Panigale. The museum tells a century of racing; the factory tour walks into the plant where the motorcycles are assembled today. It is one of the very few visits in the catalog where you cross a live production line, and the difference from a company museum is felt in the first five minutes. Online booking is compulsory.

In the afternoon, a two-hour working session. The question is a single one and is answered in writing: how many of the operations seen that morning are done by a machine, how many by a person, and why the company decided it that way in each case.

Day 2 — Maranello and Modena. The price of a name

In the morning, the Ferrari Museum in Maranello. You go in as a group, up to twenty people, at booked times. It is a museum, not a plant, and we say so beforehand: anyone expecting the assembly line leaves disappointed, and not through their own fault.

In the afternoon, Pagani. The visit is by compulsory booking and starts at a minimum of fifteen people, which makes this route suitable for a group and not for two curious visitors. You look at a company that produces very few units a year and that built its whole model on that scarcity.

In the evening, transfer towards Parma.

Day 3 — Parma. When the name belongs to a territory and not to a company

In the morning, the Musei del cibo of the province of Parma. They are a network of museums each devoted to one product, and they serve a precise question: what happens

when the brand belongs not to a company but to a consortium of companies that compete with one another.

In the afternoon, the Archivio Storico Barilla. A company archive with a century of advertising, packaging and strategy shifts inside it. You work on the way a company told four different generations about the same product.

Day 4 — The comparison and the closing

In the morning, team work. Engines and food are compared on four lines: who owns the name, who controls quality, who sets the price, who gets into the chain and who cannot.

In the afternoon, eight-minute presentations and discussion.

What you visit

03

Place	What it is	Status
Ducati Museum and factory tour , Bologna	Company museum plus a visit to the working plant	Bookable
Ferrari Museum , Maranello	Company museum, groups of up to 20 people per time slot	Bookable
Pagani , Modena	Visit by compulsory booking, from a minimum of 15 people	Bookable
Musei del cibo , province of Parma	Network of product museums tied to the consortia	On request
Archivio Storico Barilla , Parma	Company archive	On request

What is included and what is not

Included: admissions and guided visits to the confirmed sites, the booking and coordination with whoever receives the group, three guided working sessions totalling six hours, the materials, one person from the Istituto with the group throughout the experience and the certificate of participation in the experience. Not included: flight, transfers to and from the airport, travel between the four cities, lodging, meals, urban transport, personal travel insurance.

The season, and why

You travel **from February to November**. **January is out** in its first week because Italian companies reopen after 6 January, and the rest of the month is not recommended because this experience lives on working plants and on people to talk to, not on exhibition rooms.

August is out: it is the month of the plant shutdowns, and a stopped factory is exactly what this experience is not.

The best window for the university channel is **February-April**. The reason, month by month, is on the **Seasons** page.

Logistics and capacity

The four sites are within a radius of about a hundred kilometers and are covered with short transfers; Bologna and Parma are connected by high-speed train, Maranello and Modena require road transport.

The lowest capacity on the route is **20 people**, the Ferrari Museum's, and Pagani asks for a minimum of **15**: this experience therefore has a narrow, stated window, between fifteen and twenty. The recommended group is **15 people**: it is the size that reaches the group rates without going over the access limits of the visits. Above 20 the itinerary splits into two slots, the day gets longer and the cost per person does not go down.

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08



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This program does not lead to a qualification with official value.

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