

## PRESS RELEASE

### **Organization and integration: the key factors for the Italian Logistics relaunch**

A slower commercial speed with resultantly higher cost per hour than our European competitors and a turnover that is 40% lower on average. This, in short, is the competitive situation that the Italian logistics sector finds itself having to face. The causes include a low level of outsourcing of logistical services and difficulties in integrating the supply chain between companies operating in the same sector, with the market constantly demanding more and more logistics services.

These were the topics tackled by the Master's degree in Managerial Training for the Italian road haulage industry, geared at young entrepreneurs and managers in the sector, which ended last week in Rome with the awarding of the degree to 50 students by the President of the Council, Paolo Uggè, and Marco Monticelli, Vice President, External Relations & Communication at Iveco.

The initiative was promoted by the General Road Haulage and Logistics Council of the Ministry of Infrastructure and Transport, in collaboration with the Universities of Bocconi, Tor Vergata, Bologna, Salerno, Castellanza and Malta University.

The speeches made by university lecturers, experts in the field and entrepreneurs highlighted the fact that only by improving the organization of the offer can competitiveness be restored to companies operating in the road haulage sector, a highly significant sector in the structure of a country's economy.

The Master's degree course began by examining the principles of general economics and transport and moved on to deal with topics such as the problems of sustainable development, company management methods and the situation of the European sector associations.

Iveco supported the project right from the start, by helping to define the structure of the programme, the related training modules and to involve representatives of the industry who were called to discuss their experiences and provide the starting points for case studies.

#### ***The General Road Haulage and Logistics Council***

The General Road Haulage Council was set up at the Ministry of Infrastructure and Transport by M.D. no. 2284/tt of 6th February 2003. The council's permanent members are the Ministry of Infrastructure and Transport, the Ministry of Foreign Affairs, the Ministry of the Economy and Finance, the Ministry of Community Policies, the Ministry of Productive Activities, the Ministry of the Environment and Protection of the Land and the leading road haulier associations among those included in the Central Committee of the National Road Haulier Register.

## **Iveco**

*Iveco designs, manufactures, and sales a broad range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire fighting, off-road missions, civil defence and protection.*

*Iveco employs 32,000 people and runs 49 production units in 19 Countries in the world using excellent technologies developed in 15 research centres. Besides Europe, the company operates in China, India, Russia, Turkey, Australia, Argentina, Brazil, and South Africa. More than 4,500 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.*

[www.iveco.com](http://www.iveco.com)

*Rome, 5 May 2006*

*For more information: [pressoffice@iveco.com](mailto:pressoffice@iveco.com)*