

Milano Mice News

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Milano

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MERRY CHRISTMAS & HAPPY NEW YEAR





Studio Esse sponsor and organizer of Best Brands Italia 2016

In the RAI TV Studios of Milan had been **celebrated the Best Italian Brands**. **Studio Esse** this year for the second time was the **official sponsor and event organizer** of this exclusive Gala Awards event created by Serviceplan Group.

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“For fans only” exhibition at Museo Storico Alfa Romeo

The **Museo Storico Alfa Romeo in Arese** will be **40 years old** next December 18th. To celebrate this occasion it will show itself to the public in a yet unseen form: **the cars will be exhibited in the museum with open bonnets**, to give visitors a chance to admire both the splendid bodyworks and the refined mechanics.

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Big debut for Megawatt Court, new exhibition complex

Milan has been enriched by a **new large postindustrial location** placed a few minutes away from the centre. **Megawatt court** is the ideal place for **hosting big events, fashion shows and conventions**.



Studio Esse sponsor and organizer of Best Brands Italia 2016

MICO TEAM on December 14, 2016 at 3:40 PM

Studio Esse this year for the second time was the official sponsor and event organizer of **Best Brands Italia**, exclusive Gala Awards event created by Serviceplan Group.

On November 9th, in the RAI TV Studios of Milan, in front of more than 400 Top Managers and CEOs representing the most important companies operating in Italy, had been celebrated the Best Italian Brands: **Ferrero Italia**, Best Product; **Barilla**, Best Corporate; **Rigoni di Asiago**, Best Growth.

The fabulous **Filippa Lagerback** once again hosted the Gala which has been a unique occasion to make a point about the Italian brand system.

Starting from this edition, the partners of Best Brands have created the Innovation Award, a special recognition to elect the brand that better represents the idea of

innovation: the choice went to **Airbnb**. **Alexandra Dimiziani**, Head of Airbnb global marketing, collected the prize and, being interviewed by the famous anchorwoman **Camila Raznovich**, revealed the successful strategy of the brand.

The modern, but charming **Officine del Volo** hosted the welcome drink and the themed dinner "**Benessere, Jazz and Bollicine**". Guests indeed appreciated and enjoyed the specialities created by the "Scientist Chef" **Marco Bianchi**. Every recipe had been prepared with **Orogel** products, Sponsor of the event, and cooked by the exquisite catering: **Caffè Scala Banqueting**. Among the sponsors also **Mionetto**, Fine Italian Prosecco brand. The event was liven up by the Jazz notes of **Bocconi Jazz Business Unit**.