

## ***Symbola and Donnafugata***

**The Anteo meetings. “From Land to Territory: Quality, Excellence and Identity for Healthy and Enduring Development.” Thursday, August 4, the Donnafugata estate at Contessa Entellina.**

This year, too the start of grape harvesting at Donnafugata will be a time to think about what it means to do business today, respecting the environment and asserting territorial culture.

In a moment of economic uncertainty and of recession for Italy, Inc., **Symbola—the Foundation for Italian Quality** created by Ermete Realacci, Alessandro Profumo, Fabio Renzi, Domenico De Masi, Walter Veltroni, Franco Pasquali, Diego Della Valle, Carlo De Benedetti and José Rallo (to name just a few of its promoters)—launches the “Anteo meetings,” occasions for discussing the strategic value of quality in



**Rome, June 2005: some of Symbola promoters.**

competition and development. Symbola has chosen to have the first of these meetings at Donnafugata, an example of success built on quality and attention to details. It is a sensitivity that has given birth to targeted viticultural decisions such as nighttime harvesting, which preserves and enhances grape aromas.

The first meeting is set for Thursday, August 4, at 8 p.m. at the Donnafugata estate in Contessa Entellina and will consist of a round-table discussion on the theme: **“From Land to Territory: Quality, Excellence and Identity for Healthy and Enduring Development.”**

Participating in the discussion: Ermete Realacci, Symbola’s president; Franco Pasquali, secretary-general of Coldiretti; Prof. Attilio Scienza, director of research into indigenous vines promoted by the Italian Wine City Association, and José Rallo of Donnafugata. Davide Perillo of *Corriere della Sera Magazine* will moderate.

According to **Ermete Realacci**: “the history of Italian wines is the history of a great ecological conversion of the economy, of a winning bet on quality. In less than 20 years, from the methanol scandal in 1986, the Italian wine sector has abandoned the big-quantity-low-prices line, downsized production and achieved excellent quality as well as a good, strong rapport with the territory. And experiences like Donnafugata’s are proof of this.”

And **José Rallo** explains that “the heart of Sicily is sending out an important signal of vitality for a successful Italy ready to compete on international markets. The quality challenge is the most important for it is able to regenerate the country’s production system and offer a development model that doesn’t relinquish its own identity yet is open to innovation: from production to organization to corporate social responsibility.”

The Anteo meetings Symbola is promoting concern the enterprises, companies and products tied to the territory that have been able to assert themselves on the global scene. The name comes from Anteo (Antaeus) the giant in Greek mythology who was invulnerable as long as he stayed in touch with the earth (Gaia, his mother). Hercules vanquished him, making him vulnerable, by hoisting him unto his shoulders. A warning that the relationship with the territory and with nature must remain a fundamental element of Italy’s development.

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***Round-table participants: "From the Land to the Territory."***

**Franco Pasquali** is general secretary of *Coldirretti*, the principal agricultural organization at the national and European levels. It is the principal leader and spokesman for a modern vision of agriculture. Its mission is the promotion of competition based on the quality and the typical and genuine characteristics of the products as well as a positive rapport between environment and consumer.

**José Rallo** is the face and voice of Donnafugata. She heads the marketing team and oversees the estate's management and the quality system. She received the Bellisario Prize in 2002 and she has pressed ahead with projects that have long-term impact, such as Company Nature Culture, with which the estate reaches beyond its confines and assumes responsibility for the eco-compatible and cultural development of its own territory. Music and song are her other great passions from which is derived the "Donnafugata Music & Wine Live" project.

**Ermete Realacci** is honorary president of *Legambiente*, the environmental association that has the most widely diffused and the deepest roots in Italy. He is a deputy in the Italian Parliament representing Pisa. He is a member of the national executive committee of the Socialist party and presides over the AIES Inter-Parliamentary Association for Trade. He is vice president of the Kyoto Club, a network of institutions and enterprises committed to a reduction in greenhouse gasses. He is concerned with the promotion of the most precious Italian resources—the territory, knowledge, cultural goods, human capital, quality tourism and Italian production. He promoted and presides over Symbola, the Foundation for Italian Quality.

**Attilio Scienza** is lecturer in viticulture at the University of Milan. He is a leading expert on viticulture on a world level and is the scientist in charge of Vinum Loci, the national committee that promotes research and knowledge of ancient native Italian varieties. The committee is also promoted by the National Wine Cities Association (550 authorities, primarily communes) in whose territories quality *Denominazione di Origine Controllata e Garantita* wines are produced. The association promotes and exploits resources involving the environmental, landscape, history and tourism of Italian zones suited to the production of wines.

***The moderator of the round-table discussion***

**Davide Perillo** is deputy editor of *Corriere della Sera Magazine*. He is concerned with the economy and pays special attention to the Italian production complex.