



DONNAFUGATA®

PRESS RELEASE

## *Corporate social responsibility: the educational “Change for Growth” project.*

Just ended in Palermo was the first edition of the educational “Change for Growth” project addressed to small Sicilian companies and created through cooperation between the Banco di Sicilia (UniCredit Group) and the UniCredit Territorial Committee for Sicily headed by José Rallo.

The project, innovative in content and formula, involved nine small Sicilian companies distinctive for their potential and growth prospects and was a five-day seminar dealing with topics tied to marketing, business administration, relations with banks, strategies of internationalization and association, safety and leadership. The lessons were given by experts and lecturers from both UniCredit and external partners.

“The future of Sicily”, commented José Rallo, owner of the Donnafugata winery and president of the UniCredit Territorial Committee for Sicily, “in a global economy where even the tiniest actors are enormously well-prepared, depends mainly on honing the skills of local managers. This is why we created a program intended to make a concrete contribution to increasing the managerial leadership of Sicilian concerns”.

*Marsala, May 6, 2009*

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