

## Asfor Award for Excellence 2023 received by Roberto Ciceri

*The President and Chief Executive Officer of Beta Group received the award, with which Asfor - the Italian Association for Management Training celebrates excellence in the field of business and management.*

*The prize was awarded by the president of Asfor, Marco Vergeat, during the XXI Managerial Training Day, held in Rome yesterday*

Rome, 21 June 2023 – **Roberto Ciceri, President and Chief Executive Officer of Beta Group**, received the Asfor Award for Excellence from Asfor - Italian Association for Management Training, celebrating excellence in the field of business and management.

The award was granted by the President of Asfor, **Marco Vergeat**, during a long interview on the occasion of the 21<sup>st</sup> Day of Asfor Management Training focused on the topic of "A sense of work and management training. New belonging, social cohesion and competitiveness", which took place in Rome yesterday at the Luiss Business School.

*"Since 2013, each year the Asfor Award for Excellence has rewarded the leadership of personalities capable of leaving a distinctive mark, promoting economic and social well-being through the activities of businesses and organizations. In 2023 it is with great pleasure that we bestow this recognition upon Roberto Ciceri, President and Chief Executive Officer of Beta Group, celebrating his business acumen and the vision with which he has led the company along a pathway of growth and consolidation that is still ongoing, confirming its leadership in the Italian professional tool market and promoting the excellence of the brand and its products abroad", Vergeat, the President of the Association, affirms.*

*"I am immensely proud of this recognition, which I warmly thank ASFOR for. It is further proof of how the development undertaken by our Group is proving to be a success - Roberto Ciceri declared upon receiving the Asfor Award for Excellence. - Paraphrasing the racing world to which Beta is historically linked, I like to think that the new route it has started is made up not only of long straightaways in which to accelerate, but also of difficult curves that must be approached with extreme care. A pathway characterized by constant competition with our "rivals" on the track, a relentless striving for excellence, the capacity to foresee different possible scenarios and above all, to build a daring and motivated team to face the challenge.*

*Therefore this award is a result of the dedication and commitment of a thousand of our Group's professionals, who make a difference every single day, thanks to their passion and competence. One of the greatest responsibilities that befalls us as entrepreneurs is to recognise not just the professionalism of people, but above all their talent as the key element that contributes to the company's true success" - the businessman concluded.*

**Tradition, innovation, community**

With a history of excellence spanning a hundred years, the company guided by Roberto Ciceri has rolled out a far-reaching innovation process, achieving important results in terms of growth. Roberto Ciceri has proven his remarkable capacity to enable growth and evolution of the internal organization, as well as the company's structure and culture, so much so that Beta has since become an excellent example of convergence of family business culture and advanced managerial culture.

By leveraging targeted investments and thanks to his entrepreneurial talent, Roberto Ciceri has built and each day guides a team of over 1,000 people, the heart and soul of the company. A company in which beauty, technology and productivity seamlessly converge in the pursuit of significant business results, without ever losing sight of the value of people and their sense of community.

"With these results, ASFOR credits Roberto Ciceri with exemplary leadership, characterized by the capacity to innovate and generate cultural and economic value for our country, turning human capital into an extraordinary factor of competitiveness and sustainable development", Vergat concluded.

At previous editions of the Day, personalities the likes of Andrea Illy, Guido Barilla, Brunello Cucinelli, Ali Reza Arabnia, Sandro Veronesi, Fabiola Giannotti, Andrea Pontremoli, Giovanna Mazzocchi and other, equally important ones, received the award.

## Roberto Ciceri



Roberto Ciceri is an Italian entrepreneur. Born in 1964, he is the President and Chief Executive Office of Beta Group, the company founded by his great grandfather in 1923.

He grew up in Monza, immersed in a passion for the sport and the roar of single seat F1 engines, for which the family-run company was one of the first sponsors.

After completing his international studies by graduating in Engineering from Columbia University, New York, he joined Beta Utensili, initially in industrial development before moving on to internationalization.

During these years Beta affirmed its leadership, becoming the Italian professional tools brand, synonymous with quality in

over 100 countries, where it distributed tools for mechanics, industrial maintenance professionals and self-repair specialists.

A dynamic and bold entrepreneur, in 2016 he acquired a majority share of the company's capital. He undertook a pathway of growth and consolidation, which in the last 6 years alone, has resulted in the acquisition of 6 Italian industrial companies, synergistic for the core business, which have benefited from Beta's strategic vision, in Italy and abroad.

Targeted investments, entrepreneurial talent and the constant commitment of over 1,000 professionals have enabled Beta Group, with its 10 plants in Italy and 11 branches worldwide, to end 2022 on a high and achieve double-figure growth in the first quarter of 2023.

## NOTES ON ASFOR'S ACTIVITIES

ASFOR - Associazione Italiana per la Formazione Manageriale Through research, conferences and in-depth seminars, ASFOR promotes discussion on the most relevant issues of business culture and the evolution of the world of work. Through its accreditation system, launched in 1989, ASFOR collaborates with leading international associations in the development and sharing of best practices for the evaluation of Master, MBA, Executive and Corporate Academy training programs. The ASFOR system brings together more than 90 members, including the main Italian business schools of university or independent affiliation, numerous consulting and training companies as well as the Corporate Academies of large private and public groups and some professional orders. In 2013, ASFOR founded APAFORM - Associazione Professionale Asfor dei Formatori di Management ([www.apaform.it](http://www.apaform.it)), which guarantees the qualification of management training professionals under L. 4/2013. ASFOR publishes the digital magazine formaFuturi ([www.formafuturi.news](http://www.formafuturi.news)).

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*Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists. Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 11 branches and 250 importers thus meeting the requirements of specialists in every sector. Today, with its headquarters in Sovico (MB), Beta Group generates over 225 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.*