

## The "Bike repair mechanic" course has been completed. The project in numbers

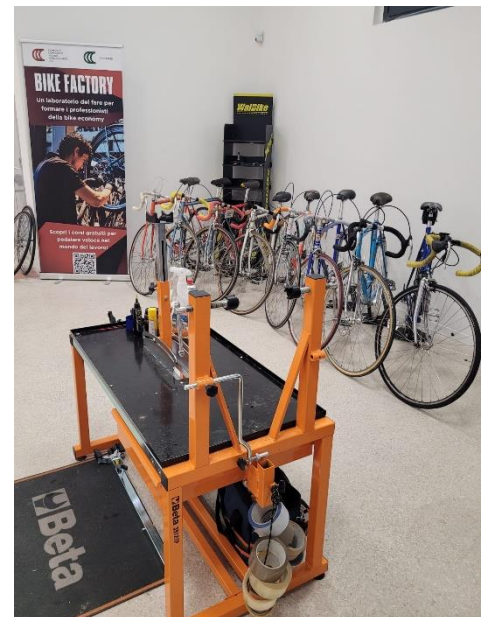
*The course, a Bike Factory initiative, ended on Wednesday 22 November. Its important numbers have inspired the organisers to run a second edition in the spring. Beta Utensili is technical partner of the initiative*

**Milan (MI), 1 December 2023** - the "Bike repair mechanic" course has been completed. A Bike Factory initiative - the project for training the qualified and specialized professional profiles in highest demand among bike economy businesses. A project by the **Milan Monza Brianza Lodi Chamber of Commerce**, implemented by **Formaper** in partnership with the **L. Gatti Institute of APA Confartigianato Imprese**, with the technical contribution of **Beta Utensili**. A pathway of 150 intensive hours at the iconic Vigorelli Velodrome in Milan has given 20 participants the chance to gain a thorough knowledge of all the ins and outs of bike and e-bike construction characteristics.

The course, which began on 9 October and ended on 22 November, has **clocked up impressive numbers**, not least in terms of interest: around **320 applications** were received for just 20 available spaces. The numbers speak for themselves, much to the satisfaction of the organisers, who have already announced their intention of repeating the course in the spring. Interest in the course re-edition is already running high, confirmed with the reception of **60 applications** for 2024.

During the **150-hour course**, participants were able to acquire in-depth knowledge of bikes, from materials to parts and e-biking developments of the future. Meetings with companies were equally important: **12 testimonials** by key market players and a company visit gave course participants, aiming to operate in the industry as artisans or employees at more structured companies, the chance to gain first-hand insight into the reality and perspectives of the bike economy.

With reference to the **age of participants** of this first course, 16 were under 30, with an average age of 29 years. The youngest was 20, and the eldest 54. 6 were graduates (one with a PhD). It is also worth mentioning that 18% of all participants were women.



*"We strongly believed that the Milan Chamber of Commerce's bike economy strategy should focus on human capital, a key issue for the production system of this industry, overwhelmingly composed of artisans" Enrico Brambilla, Milan Monza Brianza Lodi Chamber of Commerce council member and Secretary General of APA Confartigianato Milan, Monza and Brianza, commented.*  
*- The success of this course has exceeded all expectations, confirming our intuition and above all, inspiring us to work with even greater dedication in order to reinforce a sector that isn't just important*



**WELL DONE**

*for our economy, but also essential as a way of moving around in the future in a healthy and sustainable way".*

*"We are delighted to have contributed towards the course by providing our professional bike maintenance tools and equipment, which have enabled, and in future editions will continue to enable course participants to hone their skills and build on their talent in the iconic settings of the Vigorelli Velodrome, **Roberto Ciceri, President and CEO of Beta Group, commented.** - The spirit of the project perfectly ties in with our commitment to making high quality and increasingly innovative products for the bike world too, with the aim of supporting the development of a growing industry, by providing top Beta repair and maintenance solutions".*

**For further information:**

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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.