



# **Ylenia Maitino**

## **EU Public Affairs Adviser**

**FERRERO SpA**

### **Description**

The Ferrero Group: today as yesterday, passion, responsibility and innovation The history of the Ferrero Group is a story of success in its third generation, in which the development of a multinational company perfectly combines with the past, present and future of an ingenious and tenacious Piedmont family. Ferrero began its story in the little town of Alba in Piedmont, Italy, in 1946. Today, with a consolidated turnover of over 8 billion Euros, Ferrero is amongst the market leaders of the confectionery sector and the fourth worldwide Group in the chocolate confectionery market. The Ferrero Group is present with more than 34,000 people in 53 countries, it has 20 production plants around the world of which 3 are Ferrero Social Enterprises in Africa and Asia, and 9 agricultural companies. The Ferrero Group strives to ensure the quality of its products with such dedication and passion because it has a profound sense of responsibility towards those who have always been at the core of Ferrero's attention: the consumers. Since the beginning, in Ferrero, innovation combines modern methods with ancient passion, permeating all steps in the value chain, from research and development to the final product. Nutella®, Ferrero Rocher®, Raffaello®, Tic Tac® and the Kinder® line are some of the Ferrero products present and sold in more than 160 countries: they have become part of the collective memory and customs of many countries, where they are truly loved generation after generation and often considered as cultural icons. Furthermore, Ferrero has social responsibility in its DNA. Product freshness and high quality, careful selection of the finest raw materials, sustainable agricultural practices and continuous research and innovation are some of the key elements of Ferrero's success. Moreover, Ferrero continues to invest in local communities thanks to the Ferrero Foundation, the Ferrero Social Enterprises and the Kinder+Sport educational programme.

### **Organization Type**

**Big Company / corporation,**

**Areas of Activities**

### **Other sectors relevant to the thematic focus of the event**