



Aurora arrives in China

On **26 April Aurora**, the historic company founded in Turin and recognised as a leading manufacturer of high-class writing instruments and fine leather goods, will inaugurate its **first point of sale in China**.

The corner will be located in the prestigious **West Lufthansa Shopping Centre**, China's biggest shopping centre, in the eastern part of **Beijing**.

"We see China as an opportunity" - said Cesare Verona, CEO of Aurora. – "Our pens are authentic hand-crafted jewels that are still manufactured by combining fine craftsmanship, technology and the use of superior materials; for this reason we do not fear competition by medium-low quality or mass-produced products. China is experiencing unprecedented economic growth and represents a market for our products, since Chinese consumers now have more spending power and particularly appreciate the Made in Italy label".

As proof that Aurora sees China as an important opportunity, the company recently signed a major **agreement with a Chinese distributor** to market its products and it plans to open another **point of sale in Shanghai** before the end of the year.

Aurora is a leading company in the production and sale of quality writing instruments and fine leather goods. Founded in Turin in 1919, Aurora has become part of the history of writing instruments, thanks to its ability to combine leading edge design and the best Italian craftsmanship. A rich cultural legacy and a long tradition of success have made Aurora's writing instruments and leather goods true masterpieces of Italian craftwork, recognised and esteemed the world over.