



Cesare Verona visits the University of Turin as professor for a day and gives a lecture on “the Aurora case”

Cesare Verona, chief executive of Aurora, gave a lecture on developments in the company’s **international marketing** activities at the Department of Economics and Business Studies at the **University of Turin**.

The University of Turin, which celebrates its six hundredth anniversary this year, has always been committed to furthering the plurality of knowledge, the sense of responsibility and service towards the social context of the city and the nation and the exchange between cultures at European and international level.

Within that context, Cesare Verona, who has been at the helm of this family business for many years, successfully carrying on the glorious story of the **first Italian fountain pen factory**, addressed undergraduate economics classes.

Ever since it was founded, in 1919, Aurora has enjoyed a series of successes. Mr. Verona concentrated on some of the company’s more recent achievements, describing how it now plays a leading role in **promoting ‘made in Italy’ products** in the world, for the high quality of its collections and its ongoing commitment to technological research with an eye to the future.



Mr. Verona presented his audience with an interesting and difficult international marketing problem, which he invited them to solve using their enthusiasm and creativity. The three students who come up with the most convincing solutions will each receive an extraordinary Aurora pen. The overall winner will be offered a place on an **in-company training course**. Aurora is looking to maximise the enormous potential and capabilities of students, not only with a view to promoting culture, but also to building **faith in a positive** and constructive **future** for Italian businesses.

Aurora, a leading company in the production and sale of quality writing instruments and fine leather goods, has extended its range to include a new line of paper products. This collection further enhances Aurora's broad product range, true masterpieces of Italian craftwork, recognised and esteemed the world over, born of a rich cultural heritage and a long tradition of succes.