

**AMICOBLU SPONSORS THE FUTURE OF ITALIAN HERITAGE  
EVENT ORGANISED BY THE ITALIAN FEDERATION  
OF SMALL AND MEDIUM-SIZED ENTERPRISES**

**Rome, 13 April 2016** – AmicoBlu, Italy’s leading commercial vehicle rental firm, will this year be partnering CNA, the Italian Federation of Small and Medium-Sized Enterprises, at Milan Design Week. The project, named **The Future of Italian Heritage – Innovation & Design Meets Excellence**, is inspired by the industrious bee, a tribute to the quality and creativity that SMEs all over Italy apply to their work every day. The artistic installation produced by Atelier Descartes and Decolife, two young design firms who are also members of CNA, will form the setting at an exhibition that will be attended by **companies from a range of sectors from all over Italy**.

AmicoBlu, a proprietary brand of the long-established car hire firm Maggiore, has always been a reliable support for Italy’s small businesses and craftsmen, meeting all their transport needs and providing a real alternative for all jobs, both large and small. With an extensive national network of agencies, AmicoBlu supplies vital everyday assistance to Italy’s workers, thanks to flexible contracts that can be adapted to suit different business requirements, competitive pricing, and a large fleet to give customers the option of choosing the best vehicle for the job.

CNA’s project at the Milan Fuorisalone can be found at **Opificio 31 in Via Tortona**, and will be an excellent opportunity for SMEs to find out about **AmicoBlu’s offer at the company’s infopoint**. Visitors will also be able to attend the scheduled B2B meetings, which have been organised to spread awareness of the international market, and to encourage cooperation and the sharing of ideas. View the event programme [here](#).

**Maggiore Press Office Contacts:**

**Luca Guglielmi** – [lguglielmi@webershandwick.com](mailto:lguglielmi@webershandwick.com) – 02.57378.455; +39 347 4398698

**Cristina Gavirati** – [cgavirati@webershandwick.com](mailto:cgavirati@webershandwick.com) – 02.57378.352 ; +39 348 8230715

**Marta Giglio** – [mgiglio@webershandwick.com](mailto:mgiglio@webershandwick.com) – 02.57378.31