



Graziella makes a stop in Dakar with Operation Cavour

The positive relationship established with the Senegalese market will allow the company to open a shop in Dakar
500 guests were present at the gala dinner organised by Graziella: the star guest was the singer Luisa Corna

AREZZO – Excellence in Italian goldsmithery makes a stop in Dakar. It was represented by Graziella Group which recently landed in the capital of Senegal aboard the Cavour aircraft carrier with an operation that set the best of national entrepreneurship in motion. The Cavour, an Italian navy ship, sailed around the Middle East and much of Africa enabling companies involved to expand their business horizons in a promotional campaign aimed at relaunching the Made in Italy brand worldwide. The participants of this trip included Graziella which has decided to present its luxury collection in Nigeria, Senegal, Morocco and Algeria, four markets in which the company from Arezzo wants to implement a *brand extension* strategy by exporting new lines of handbags and watches in addition to traditional gold jewellery. The results reported from Senegal were particularly positive, where the good relationship established with local entrepreneurs and institutions convinced Graziella to open its own shop in Dakar within the next quarter. *«Operation Cavour has opened up new opportunities for Italian entrepreneurship - says Eleonora Gori, retail manager of Graziella. - Aboard the ship, there was a pleasant but extremely professional atmosphere which facilitated the promotion work and stimulated the creation of profitable relationships with local markets»*. The first approach to the Senegalese market was through the stand on Cavour in which Graziella exhibited and presented all its new collections, but the experience in Dakar will be remembered above all for the exclusive gala evening organised by the company in collaboration with the Italian Embassy in Senegal. The event, hosted on the deck of Cavour in a picturesque setting between the ocean and the lights of the capital, was attended by about 500 guests from the economic and institutional sectors who Graziella amazed with an excellent show featuring projections by the *visual artist* Luca Agnani, a show in *cirque du soleil* style by Moonlight Invasion and songs by the local group Vieux Mac Faye. The star of the evening was the singer Luisa Corna whose performance accompanied a dinner featuring typical Italian products. Over the course of the evening, Graziella was represented by Eleonora Gori, Vice-President Maria Rosa Gori and Stefano Boco of the Geothermal Network. *«We left Senegal - concludes Gori, - with the satisfaction of having strengthened our business relationship with this market and the knowledge of returning in a few months for the launch of a Graziella shop in Dakar»*.

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