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All on board at EXPOdetergo International 2022!

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We are finally here. In just a few days we will be cutting the ribbon that will symbolically inaugurate the nineteenth edition of EXPOdetergo International, which we have sealed with the claim, RESET. RESTART TOGETHER. It was a difficult path for arriving to this edition but we have made it, and with extraordinary results regarding the companies' presence. We expect now equally flattering results regarding the number of participants, and the feedback regarding the already registered visitors is pointing out in this direction, especially regarding the foreign visitors presence that is at the moment even more consistent than the Italian one. After more than 2 years of the pandemic, it is the most comforting feedback that one could have.

EXPOdetergo International 2022 as an innovation "district", first and foremost, but also with a special focus on the topics of hygiene and digital development. A confrontation between people from a market where there are different needs, interests and expectations. Large companies, family-run businesses, multinationals with offices all over the world, national artisan enterprises. The global context is obvious to everyone. The winds of war in Eastern Europe that threaten world security, the madness of energy prices, the difficulty in finding raw materials that are essential to keep running the economic engine of the companies, inflation that in

the old continent is moving towards double digits and contributing to burning wages, incomes and profits: a war report. Regarding the positive side, the demand continues to be at good levels and to create confidence, despite the context that we have just described, undermining all our certainties. But let's move on. Few days ago, I was talking to an entrepreneur who owns a network of laundries across the country and we were discussing about how much necessary it was to increase turnover to cope with the rising costs. But which are the opportunities and how to catch them?

He told me how he became now part of a network of "safe" work - and not connected to the economic situation - having created a stable relationship with several public institutions. As part of the same reasoning, I was trying to make it clear how, in my opinion, it was essential to take the opportunity offered by the corporate welfare, guaranteeing a professional ad hoc service to the companies' employees. Corporate welfare is convenient for the companies and very attractive for the employees both from a tax and a contribution point of view. An excellent incentive for the business.

It would be necessary to cooperate with companies that want to implement the corporate welfare services by setting up an in-house laundry service to increase and improve the satisfaction of the employee, managing a convenient and timely collection and delivery services directly at the company headquarters or through agreements with the centres spread throughout the territory.

This kind of collaboration can be arranged with the companies, but also with the agencies handling the corporate welfare platforms and offer the corporate customers a wide range of benefits, including professional laundry services. A development opportunity not to be missed. Motivation is essential and it is also important not to be blocked by the deafening sirens of fear.

Least but not last, I cannot forget to mention a passage from the speech held in Washington on 4 March 1933, with which Franklin Delano Roosevelt, in the midst of the devastating economic crisis of 1929 inaugurated his presidency: "let me assert my firm belief that the only thing we have to fear is fear itself, nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance".