

Tetra Pak Visit

On Thursday, April 21, 2016, the first year students of UNIMORE Master Degree in International Management, accompanied by Prof. Tiziano Bursi, visited Tetra Pak Packaging Solutions S.p.A. in Modena, where the leading firm in food and beverage packaging has its world R&D centre for aseptic packaging, trial and assembly of Tetra Pak industrial machinery. The group has been hosted by relevant members of the company, such as Ivano Selmi, Vice President, Sandro Leonardi, Director of Communications, Riccardo Trovato, TOP at Tetra Pak Italia and Federica Negrelli HR Delivery Manager.

The importance of Tetra Pak in the world and the crucial role of the plants in Modena are clearly defined by the numbers of a worldwide spread product: 170 countries, 8.850 packaging machines in use, 451 of which delivered in 2015, 184 billion Tetra Pak packages sold in 2015.

Tetra Pak history in Modena and Rubiera has deep roots into the Italian manufacturing uprising in the 70's. Mr Selmi has directly enhanced the evolution of Tetra Pak in Italy from startup phase to the worldwide leading position in packaging and processing machinery sector. His brilliant experience has been necessary to understand how technological process requires time and resources in order to achieve disruptive innovation and customers' trust.

The wide leadership in a technology intensive sector is firstly developed by exploiting the quality of the best human resources that Tetra Pak can find. "Freedom and Responsibility" is one of the core values of Tetra Pak that Mr Leonardi and Ms Negrelli highlighted during the meeting with students, which has been held inside the new Tetra Pak Modena main building. The crucial role of technology as support for a sustainable business has been stressed by Leonardi, describing how the best practices of Scandinavian model and continuous cultural exchange within the MNC made Tetra Pak in Modena the best workplace in Italy in the yearly list "Best Workplaces" 2015. Mr Trovato has indeed talked about the dynamic dimension of Tetra Pak, as travels and cultural exchanges are important not only for professional and personal growth, but also for business innovation.

From the conference hall, the group has visited the prototype test floor. We briefly assisted the ongoing projects for the next 10 years for Tetra Pak, whose strategic vision in the long term is certainly one of the key elements of success. Efficient packaging solutions, Oxidation tests on food and beverage contained in Brik and new transportation solutions are just some of the main activities inside the high-tech park of Modena. More than 800 employees, and around 1000 people working in Tetra Pak every day, are the core of the activity within 21 pavilions. 40% of the employees hold a degree and 80% of them is graduated in Engineering. These are some numbers of a unique reality in mechanical industry of Modena and a real example of sustainable business.



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