



Franco Colaiacovo

## Diverse skills, a unique company

The Financo Group,  
a winning, integrated  
model of Italy's best  
family capitalism

**D**iverse functions, a unique corporate vision: it is the one linked to continual innovation, to centrality of man and family, and to a form of development that is nurtured with a unique product culture and with a prestigious diversification skimming the chords of Italian-made articles. Such are the foremost principles of the Financo Group, the holding of the families

of Pasquale, Giovanni, Franco and Carlo Colaiacovo, representing not only industrial Umbria's story, but also a winning way of doing business for Italy's family capitalism. "Everything started with a happy intuition of our mother's – recalls Franco Colaiacovo, Financo's chairman. A true manager-ess, who, upon her spouse's death, taught us how to devise an extremely solid 'family pact', without, however, dispersing the unitary corporate spirit, the cement which had kept the company together ever since the sixties, making it grow at very high rates". Diverse functions, a unique corporate vision: a strength which characterised the growth of a group, historically centred on cement and pre-packed concrete manufacturing and marketing (the two firms, Colacem and Colabeton, having always been Financo's core business, with, respectively, 62 and 36% of earnings in 2006), that paved the road to prestigious work such as logistics with Tracem and Inba, the Park Hotel of the Cappuccini, one of the foremost accommodation facilities in Central Italy, Poggiovalle, holiday farm facilities and country-houses, spread amidst Umbria, Lazio and Tuscany, and the Misano World Circuit, the location of sport events of worldwide relevance such as the Motorcycle GP and the Superbike. Franco Colaiacovo observes:



From left Pasquale, Giovanni, Franco and Carlo Colaiacovo



“The success of the Group (the 2006 turnover has reached € 828 million, +25% up on the previous year) is just the result of a corporate model extolling the family’s strategic role, and the managerial and operational functions of individuals, blending them perfectly in a common effort favouring a large industrial group”. Our shared work is founded on two stable, unchangeable points: continual innovation and care for people. “Thanks above all to Colacem – underlines Franco Colaiacovo

for concrete, linked the one with the other, and territorially coordinated”. A historic, technological supremacy – just think that, as far back as the early 80s, all Colacem plants were already I.T. operated –; additionally, great quality and extraordinary product “constancy” (meaning, products that are always the same, whatever the production plant), are the cornerstones of a system which is integrated on a worldwide scale, from production to distribution, devised as if we were

real passion for people and for the territory where they live and work”. Admirable examples are the factories in Santo Domingo and Tunis, an “African Gubbio” which re-proposes the Umbrian development model signed Colaiacovo: “Even before production starts – remembers the chairman – we have set up canteens, infirmaries, sport plants and service facilities for the families of the staff: in substance, we have consolidated our corporate culture under banner of a deeper social



From left Giuseppe, Carmela, Ubaldo, Francesca, Paola and Luca Colaiacovo

– we gave a clear-cut imprinting to all the Group’s activities under banner of continual technological innovation”. In every plant, all over the world, a deep “culture of cement” is breathed”, thanks to the availability of the best technologies, to modern plants, and to the implementation of new productive techniques that fully comply with both energy saving and environmental protection requirements. “We are the first company of the sector to have a ‘dashboard’ enabling us to control all plants, an innovation springing from the in-house study of a unique software, entirely dedicated to the control, in real time, of our production work. Moreover, with Colabeton, we set up a widespread net of more than one hundred and twenty plants

an oil business. “An organisational model – adds Colaiacovo – which is nurtured with technology and a wealth of human resources, people that demonstrate they are more and more motivated, expert and tightly linked to the company. All our staff are employed in the best environmental working conditions, and have strong growth chances, thanks to an attentive training policy, centred above all on new technical competencies, on safety and on international ‘culture’”. And the same industrial model, set up at Gubbio, is exported to every part of the world where interests of the companies of the Financo Group are present: “Technology alone – states precisely the chairman – is not sufficient to guarantee success. What you need is

responsibility”. And what is the result? A company which is loved by its staff, a very cohesive work ambience, a winning model, founded on continual technological innovation and customer loyalty as a strategic factor of success to be repeated in Italy and abroad, where many of the Group’s industrial objectives are being re-directed. And the future? “The perpetuation of the model for the third generation, which has long been included in the Group’s activity, and for the future generations, while we well know that the principle of integration of the manifold peculiarities and of the various skills is always valid and shared”. A sharing that alone guarantees the future of one of the most transparent examples of Italian family capitalism.