

The JCU Institute for Entrepreneurship presents:

Antongiulio Coppa Bennati **General Director for Sales, Sigaro Toscano**



MANIFATTURE
SIGARO
TOSCANO



One of the largest producers of cigars in the world and one of the most important representatives of "Made in Italy"

With a turnover of 90 million euros, Manifatture Sigaro Toscano S.p.A. is a company manufacturing a historic Italian product: The Toscano Cigar. By 2012, the TOSCANO® cigar has achieved international fame and is now exported in more than 40 countries, primarily in Europe, Canada, Australia, Israel, Lebanon, Japan and Turkey. With its almost 12 million cigars sold outside Italy, the TOSCANO® cigar is renowned as an icon of the Italian Style.

Antongiulio is currently Client & Consumer Manager at MST Manifatture Sigaro Toscano. He holds a Marketing Diploma from the London Business School. Prior to his Diploma, Antongiulio worked at British American Tobacco as National Field Force Manager with a team of 70. He also gained experience as a Marketing Executive and Project Manager in British Airways. Antongiulio earned his Bachelor's degree in Economics and Marketing Management from Università degli studi di Roma La Sapienza.

Wednesday, September 17th, 2014

In-class Guest Speaker

MKT 304 T.G.4 10.00 -11.15

MKT 330 T.2.2 11.30-12.45

**Seats are limited. RSVP:
entrepreneurship@johncabot.edu**