



LATI — a new FAI Corporate Golden Donor

A family-run Italian firm now in the hands of the third generation, which enjoys very close links with the area in which it was founded and where it has grown into the strong international concern that we know today.

This, in a nutshell, is [LATI](#), a company founded over 75 years ago by the grandfather of Michela Conterno, the current CEO — a company that, over the years, has witnessed a series of generational handovers, also amongst its staff.

It is, indeed, through these ties that an industrial concern becomes woven into the social fabric of its local area, creating wellbeing and guaranteeing employment, even in the market's darkest times, such as this past year.

[LATI](#) has chosen 2020, this most difficult and complex of years, to become a Corporate Golden Donor to [FAI](#) (Fondo Ambiente Italiano, Italy's national trust), and thus to reinforce its close ties with the area (and country) that has always been its home.

Supporting a foundation committed to preserving and enhancing Italy's artistic and landscape heritage is a deliberate choice. It is the kind of choice that is now shared by the increasingly numerous companies recognising that what is good for them, and what is good for the country they "live" in, really is the same thing, especially in periods as tricky as the current one.

It is a choice shared by those that, like [LATI](#), have made the civil economy idea one of their founding values, believing that the combined good of every player is worth more than their sum total.

It is undoubtedly also a choice made by every organisation that builds its strategic vision around the concepts of social responsibility and the idea of shared values, as well as the increasingly widely accepted concepts of sustainable growth, environmental protection and participation.

From now on, then, [LATI](#) and [FAI](#) will be working together to safeguard the assets of Italy — a country as fragile as it is beautiful.