

GENERAL REGULATIONS

The “together we grow” “deal” between Ge.Fi. spa and enterprises

I) INTRODUCTION

Ge.Fi. Spa is a service company that operates on the global market to encourage the growth of artisans and small enterprises.

It researches, selects and promotes businesses that produce authentic, original and high-quality products.

The company is interested primarily in organisations whose concept of work and economics is focused on respect for people, raw materials and the local area.

GE.FI. Spa's intention is to bring these ideals to the forefront of the market and public opinion.

To achieve this aim, Ge.Fi. Spa has identified three main tools:

- **the Artigiano in Fiera** trade fair, the most important business to consumer event in the world, dedicated to artisans and small enterprises;
- **Artimondo**, the European online shop selling high-quality artisan products, operating in five languages (Italian, English, French, Spanish and German);
- **international promotional activities** launched in **China** through an e-commerce platform created in collaboration with **Yiduqiao** (a company specialising in multi-channel import and distribution activities).

GE.FI. Spa wishes to draw up a deal with selected businesses to encourage reciprocal development and common growth.

II) THE FUNDAMENTAL CONDITIONS ARE AUTHENTICITY, ORIGINALITY AND QUALITY

Since the very first Artigiano in Fiera trade fair, which took place in 1996, Ge.Fi. Spa has been committed to guaranteeing the reliability of the enterprises taking part and the quality of the products on display to the fair's visitors.

This same commitment has been applied since 2014 in evaluating the enterprises included on the Artimondo e-commerce platform.

Over the last few years much has changed and continues to change, both at international level and in how the enterprises themselves have developed. Being a member of the Register of Artisans, or any similar European or international register, is not in itself a guarantee of authenticity.

For these reasons Ge.Fi. Spa is committed to carrying out checks on workshops and enterprises wishing to take part in its initiatives. This system of inspection also applies to stands at the trade fair and to online shops on the e-commerce platform.

GE.FI. Spa selects enterprises that can guarantee the authenticity, originality and quality that set their products apart.

These characteristics are absolutely fundamental for selection and can be summarised as follows:

- **Authenticity:** the products correspond to their descriptions and do not feature any form of imitation, forgery, falsification or adulteration;
- **Originality:** the products have their own unique characteristics that set them apart from others;
- **Quality:** this set of product characteristics reflects the values that best represent the local area, traditions (including innovative traditions) and a way of working with raw materials that is respectful of natural processes and the environment.

The enterprises selected are micro-businesses or small enterprises (with an annual turnover of less than €10 million) in a framework that includes artisans, agricultural enterprises and small manufacturers.

The term “artisan” does not refer exclusively to artistic activities and should be interpreted in the broadest sense. Serial production is permitted, provided the above criteria are met.

The selling of third party products is allowed as long as they are produced by artisans or small enterprises that cannot attend the event directly and that have given exclusive rights to the sale of their products. The level of production may be broad and diverse and various market proposals, at different prices, may co-exist.

Any medium and large enterprises present are “sponsors” that use the event for on-site marketing activities.

III) A COMMON GOAL

In the general context of an increasingly global and uniform economy, Ge.Fi. Spa and the enterprises selected share an important common goal: that authenticity, originality and quality, the definitions of artisan, agricultural and small enterprises, should be at the forefront of the market and public opinion. The primary purpose of the proposal is to promote a different type of economy, one that is not based solely on profit but that seeks to protect nature, value local areas and place the individual at the heart of its activities.

A transparent relationship and loyalty between the parties are essential conditions for the deal and for working together. In order to grow together, effective cooperation and a common goal are essential.

Ge.Fi. Spa is committed to carrying out a careful selection process and will take responsibility for any mistakes. In the event of a breach of this deal, which constitutes an integral part of the General Regulation, Ge.Fi. will immediately take action proportionate to the gravity of the violation, including closing the stand or the online shop or terminating the commercial deal, reserving the right to take legal action.

In turn, the enterprise will participate and cooperate actively, accepting responsibility for any misleading or improper behaviour on its part.

IV) GE.FI. SPA'S COMMITMENTS

Ge.Fi. Spa pledges to:

- 1) **select** enterprises that guarantee authenticity, originality and quality, as defined above;
- 2) **promote** the enterprise and products, to the greatest extent possible, taking into account their suitability for the tools and the market themselves;
- 3) **communicate**, to the greatest extent possible, the content and value of the enterprises and products, using all available channels, both on- and off-line, both in the traditional press and on social networks.

Ge.Fi. Spa also commits to suggesting the best possible conditions to help businesses make the best use of the tools provided. It cannot, however, guarantee any result from participation.

V) THE ENTERPRISES' COMMITMENTS

The enterprise pledges to guarantee the originality, authenticity and quality that were agreed and verified by the parties.

These characteristics are guaranteed both during production and in all commercial activities (trade fair, e-commerce, international activity).

The enterprise pledges never to submit, in any way or for any reason, products that do not correspond to what has been declared and agreed. Infringement of these commitments will immediately lead to exclusion from any on-going common activities and GE.FI SPA will take any civil or penal action necessary to protect the project.

Where other companies are represented, having been authorised by Ge.Fi. Spa, the enterprise will clearly communicate the companies' details (in the case of the Artigiano in Fiera trade fair, directly at the stand). The enterprise pledges to cooperate positively and effectively to ensure a successful event.

The enterprise pledges to present itself in the best possible light at all times, whether at the fair or online, in accordance with guidelines and suggestions received from Ge.Fi. Spa.

Any parties who participate collectively or who coordinate other companies are directly responsible for selecting the companies and will cooperate actively with GE.FI. SPA in accordance with the objectives of the project.