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**Stephan P. Elsner**  
**Chairman of the Board of Bonprix Italia (Germany)**

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Bonprix Italia is part of the Otto Group of Hamburg, the world's largest multinational mail order company and the second for online trading, which currently controls 123 companies in the fields of finance, services and retail sales, in 19 countries in Europe, America and Asia. After the merger with Euronova, a well-established Biella-based company, the bonprix Italia group was created. bonprix Italia is a mail order company that specialises in men's, women's and children's clothing and textiles for the home. In 2007 Bonprix invested €10 million in Piemonte: the hub for Southern Europe was created out of the restructuring of its former warehouse, in an area of 11,000 sq m.

Web site: [www.bonprix.it](http://www.bonprix.it)

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***What are the main advantages of investing in Piemonte?***

I would say that of being able to find qualified and competent personnel easily, the great flexibility on the part of the personnel in tackling projects, in terms of both the time and method employed to approach them, and finally the capacity for teamwork. On top of which, numerous industrial structures suitable for conversion have become available in Piemonte recently.

***What problems have you encountered?***

Unfortunately, the usual problems one finds in Italy. The bureaucracy and the slowness with which the institutions respond to companies' requests. Moreover, the Biella area does not have good links to the Italian and international rail, air and road networks.

***What advice would you like to give to a businessman who wants to invest in Piemonte?***

To focus on a policy of motivation and incentives for Human Resources. To make the quality of his products and Customer service his philosophy, implementing it by specially trained personnel. Individuals are one of the reasons for our company's success in Italy. Creating a network and a system with the territory to grasp every opportunity for visibility, positioning and business.