



## Oscar Farinetti

Italian entrepreneur, founder of Eataly



### CSA CELEBRITY SPEAKERS

Oscar Farinetti, is the founder of Eataly, the largest Italian marketplace in the world, comprising a variety of restaurants, food and beverage counters, bakery, retail items, and a cooking school. Oscar's aim is to make high quality Italian foods available to everyone, at fair prices and in an environment where people can shop, taste and learn. At the moment Eataly controls 28 megastores in many countries among which United States, Japan, UAE, Italy, Turkey and Brazil, Germany, France. In 2014 Eataly opened its big 5,000 sqm store in Piazza XXV Aprile in Milan. its turnover reaches 400 million euro.

**The New York Times describes as "a megastore that combines elements of a bustling European open market, a Whole-Foods-style supermarket, a high-end food court and a New Age learning center"**

#### In detail

Farinetti was born in 1954. In 1967 his father founded a small supermarket called UniEuro. A few years later Oscar became actively involved in the business. 1978 he was appointed board member and then CEO and Chairman until 2003. In that year he decided to sell UniEuro to Dixon Retail for £ 230 million in order to focus on the new enterprise Eataly.

#### What he offers you

Farinetti's disruptive model has received significant media attention. His methods have been covered by publications including Forbes, The New York Times, The Atlantic and The Chicago Culture.

#### How he presents

Oscar's communicative style, simple and direct, has made him increasingly popular, becoming a point of reference, not only in the business world: his lessons of courage propose an approach to life based on honesty, and tenacity but also on the astuteness, meant as the ability to seize the best opportunities.

#### Languages

Oscar presents in Italian and in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event. How to book Oscar? Simply phone or e-mail us.