

“M.IT.O.”

next Mediterranean



**GLOCAL COMMUNICATION TO DEVELOP ON VALUE&TRADITION – MADE IN ITALY QUALITY AND LIFESTYLE –
STRATEGIC DEVELOPMENT, INVESTMENTS AND PARTNERSHIP SOLUTIONS.**

www.mito.org.uk

M.IT.O

Made in Italy Overview

Fashion

Food

Tourism



“M.IT.O.” is Myth. In Italy we use to say “you're a MITO” when we think you're truly awesome !

The way you dress, the way you live and spend your time, the way you care about yourself and your image, the way you taste the best savour or flavour, the way you use words to express your wellbeing ... this is the style we like to experience in our everyday life to be more and more attractive.

There's a part of Italy that's not yet part of the gossip column, and there's a made-in-Italy part of this undiscovered context, coming from south of Italy, close to the warm and fascionable mediterranean style.

This is made of intense colours and flavour, human to human relationships, creativity and passion in design inspiration; there's a living nature part of the human nature, there's an ancient craftsmanship tradition meeting modernity and glamour, there's a mix of elements you can find in some particular production.

“M.IT.O.”, Made in Italy Overview, represents that model of innovative communication dedicated to experience and wellness, rather than to commercial relationship. We know there are some excellent production in the hidden Italy, and we like to share success and consumer interest with those entrepreneurs.

Our main aim is to create and design the right place where to stay and appreciate this italian way. We're engaged in events, meeting and seminars, to communicate the product with all the values coming with and from the land of origin.

We'd like you to discover places and colours where tradition, taste, culture and innovation find their way to meet and mix for international customers. Arts&stones, food&fashion, culture&colours ... we can bring you in a part of Italy where to experience a new lifestyle and breath a new air made of passion and flavours from the mediterranean area.

M.IT.O. is available to offer information and details on craftsmanship production, food&beverage industry, tourism and real estate investment opportunity. Please do not hesitate to ask and consider we fully availbale for meeting and workshop management, web news updating, research and publishing.

We focus on two main quality issues:

- high quality of products,
- high quality in communication.

The high quality product comes with all the company values, being presented in the best context for business, parternship, investment.

We make it possible for global partners interested :

- to better understand on best quality italian production and services available;
- to meet italian partners or producers giving evidence of specific needs or asking on specific committments, then dealing on condition and trading promotion;
- to manage meeting and product/technology presentation workshops in a practical context, like educational tours, multitask meeting, in company visits, institutional meetings on investment and complex projects.



Azienda

Strategy and international development being part of the project we schedule and focus on your specific needs, according with the company capacities and management profile.



According to our vision, the product becomes part of the cultural message and the customer becomes someone fully engaged in pleasure experiencing. A complex but simple process, nothing more to provide that values we like to live with.

Furthermore “M.IT.O.” focuses on Training&Education, providing contents and updating on business management and marketing schemes. Both on professional and company target, we develop and coordinate structured programmes, carrying on case histories and best practices, facing real market experience and improving staff / students knowledge and solution giving capability.



South of Italy is one of Italy's best place where to set and develop on knowledge, this due to best location, quiet and relaxing scenarios, university and industrial facilities with whom we're easily linked .

South of Italy, next mediterranean.



Please do not hesitate to ask and [contact M.IT.O.](#)

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