

In chat with:

Tommaso Zanin, Viamadeinitaly

Italy Digital Pulse

As part of the Italy Digital Pulse initiative, Alessandro Tanno, Practice Coordinator of the Fintech and Digital Transformation Group, interviews Tommaso Zanin from Viamadeinitaly, a startup from the 2021 Bocconi for Innovation Acceleration Program.

Tommaso Zanin – Tommaso is co-founder and head of growth in Viamadeinitaly. Previously, he worked in finance department in Fiamm S.p.A., where he had the opportunity to operate both in consolidated results office and in the business units dedicated to the production of batteries and horns. This experience allowed him to refine analysis and planning skills, with attention to detail, but without losing sight of the global vision.

Interview by:



Alessandro Tanno
Practice Coordinator of the
Fintech and Digital Transformation Group
Tel: +39 02 88 393 5264
alessandro.tanno@linklaters.com



Q1: What is Viamadeinitaly and how did your business idea come about?

A1: Viamadeinitaly is a B2B platform that digitalises the excellence of Made in Italy. Built thanks to an understanding of the needs and the characteristics of Italian manufactures combined with an international mindset.

Today only 20% of Italian companies are exporting their products. As a result, 10,000 manufacturers close every year since traditional wholesale channels are getting out of fashion, and almost no efforts in digitalisation have been taken out. On the other hand, Made in Italy could be the «3rd biggest brand in the world».

This contradiction, combined with the desire to save Italian craftsmanship, led us to create our platform. At the same time, we also solve the sourcing problem for foreign buyers who do not know how to find the numerous and prestigious manufacturers scattered in the small towns of our hinterland.

Q2: Technology and innovation play a central role in your business. Specifically, how are they applied?

A2: The technology we use allows us to generate both requests for quotations directly from the company and purchases of ready to wear products. The innovation lies in the application of a relatively simple technology to a product and an industry sector that was not very technological up to now. The real problem is not to sell a new service to reach foreign markets, but to change the mindset of many small entrepreneurs that say “I’ve always done it in this way”.

Q3: What results have been achieved so far and what are the future plans for Viamadeinitaly?

A3: More than 200 companies registered in two years, 8,000 buyers joined our network.

At the end of 2021, we entered a strategic partnership with Confartigianato Imprese which selected us as a digital partner to facilitate access for its members.

We want to become the reference platform for wholesale Made in Italy, we want to achieve more than €50m in GMV and have more than 2,000 suppliers over the next three years.

Want to know more about Viamadeinitaly?
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