
Small Enterprises and Social Ventures,
from Italy to Korea

Kyunghyang Forum 2018

2018.06.19

Alberto Mondi

Small Enterprises Culture in Italy

Small Enterprises in Italy

Self-employment rate: 29.7%

(Germany, France: <10%)

Family businesses: 60% of shareholding market

64,000 companies with a CEO < 35 yrs old

Family businesses : 85% of total companies

1/3 of total value added produced by micro enterprises

One small enterprise every 61 people

5 of the 10 oldest companies in the world are Italian SMEs

Micro-Enterprises (<10 people): 94.8% of Italian companies

Italian Small Enterprises: Pro & Cons

RELAXED, COMFORTABLE
WORKING ENVIRONMENT

GREAT TIME FLEXIBILITY

INVOLVEMENT IN THE WHOLE
BUSINESS

LOW TARGETS, HIGH
PERFORMANCE BONUSES

GREAT EXPOSURE TO THE
OVERALL ECONOMIC SITUATION

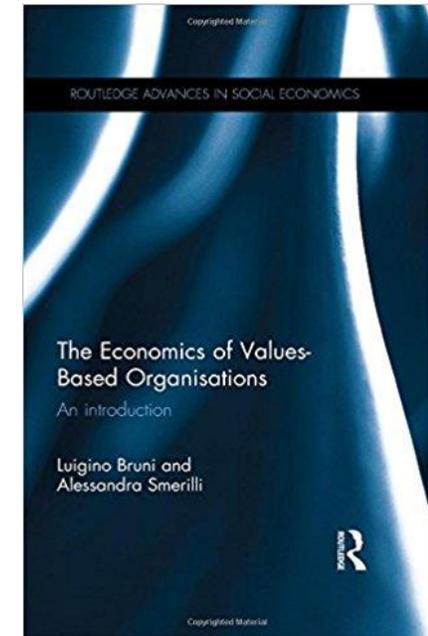
BAD FOR CAREER PROSPECTS

LOWER SALARIES / BENEFITS

Economy of Communion

Businesses willing to work and to
SHARE THEIR PROFIT to sustain:

- REDUCTION of SOCIAL EXCLUSION
- REDUCTION of POVERTY
- DEVELOPMENT of BUSINESSES and CREATION of NEW JOBS
- EDUCATION of BUSINESS PEOPLE WHO CAN CONCEIVE THEIR ACTIVITY as a VOCATION and SERVICE for the COMMON GOOD



Success Cases

WINEEMOTION



AFINNA ONE



LAPELLE



FILOBLU



ICONT



NATURAL FOOD



My Working Experience in Korea



-
- Korea Institute of Public Finance
 - SAB Miller (beer)
 - FCA (Fiat-Chrysler)
 - TV personality
-



Korean Working Culture: Past & Present

LONG WORKING HOURS

HIERARCHICAL CULTURE

CONGLOMERATES

WORK ALWAYS COMES FIRST

AFTER-WORK DRINKING

SHORT HOLIDAYS

SHORT MATERNAL LEAVING

WORK ON WEEKENDS

PRODUCTIVITY

RECOGNITION

START UPS / SMALL BUSINESSES

WORK-LIFE BALANCE

TIME

WESTERN-STYLE HOLIDAYS

ACTIVE

YOLO / QUALITY TIME

My Commitment as a Social Venture Entrepreneur

The Team



Element.



What Do We Do



ELEMENT Natural Cleansing Bar

- Cold Process Manufacturing
- 1,000 hours low-temperature resting
- harsh chemicals free: no sulfates, parabens, petrochemicals, animal ingredients, etc.
- Naturally fragranced

How Do We Work

MANUFACTURING PROCESS

90% of employees are people with developmental disabilities

Working shifts and working conditions that meets employees' needs

SELLING & MARKETING PROCESS

Personal communications with customers

Dermatology consultation services

Volunteering activities with customers

Fact-based marketing

DISTRIBUTION PROCESS

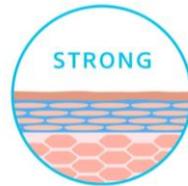
Environmentally Friendly Shipping

Low-income families employment programs

What Do We Want



뒤로 피부측정 ● 식재



강한
피부 장벽
13

촉촉한
피부 수분
44

건강한 피부를 가지고 계시네요.
그래도 망심하는 순간 피부가 건조해지고 약해질 수 있어요. 평소 올바른 생활 습관과 꾸준한 피부 보습을 유지해주세요. 만약에 3시간 전에 보습제를 바른 상태에서 측정할 결과라면, 수분 유지력이 우수하며 장벽 보호에도 효과적인 보습제를 사용하고 계시네요.



2018년 6월 5일 화요일

09:44	피부측정	5 강한 피부 장벽	38 촉촉한 피부 수분	야생화꿀 세안직후
08:30	피부측정	10 강한 피부 장벽	36 촉촉한 피부 수분	야생화꿀비누 사용 후 다음날 오전(보습제안바름)
00:36	피부측정	9 강한 피부 장벽	40 촉촉한 피부 수분	야생화꿀 세안20분후(보습제도포안함)
00:19	피부측정	9 강한 피부 장벽	42 촉촉한 피부 수분	야생화꿀 세안직후(보습제사용안함)



감사합니다
THANK YOU

Alberto Mondì