

SANDRO BOSCAINI

Sandro Boscaini was born on 24th September 1938.

He graduated with a Degree in Business Economics gained at the Catholic University of Milan in 1964 and dedicated himself from the outset to the Issuer's commercial development and marketing, and he is acknowledged at an international level as an innovator and promoter of wines from the Veneto Region worldwide.

In the Sixties he participated in the conception and creation of the current Vinitaly trade fair, and subsequently has been a member of the Steering Committee.

Sandro Boscaini created the Masi Technical Group in an unprecedented and innovative form for the production and development guidelines of the Group's wines. He is one of the creators and promoters of the Masi Award that was later embodied in the Masi Foundation of which Sandro Boscaini is the Deputy Chairman.

Sandro Boscaini is also involved at an association level, and is the Chairman of Federvini (Italian Federation of Industrial Producers, Exporters and Importers of Wines, Acquavits, Spirits, Syrups Vinegar and related products) and is a member of the Council and of the Ethics and Disciplinary Committee of "Confindustria" (Italian Association of Manufacturing and Service Companies) of Verona.

Sandro Boscaini has been active for many years in following the political and promotional aspects of quality Italian wine: he is the founding partner of the "*Istituto dei Vini Italiani di Qualità Grandi Marchi*" (Institute of Quality Italian Wines - Major Brands) and at a local level, of the "*Famiglie Storiche*" (Historical Families), an association to protect and promote Amarone wine.