



24 maggio 2021

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## From cycling to tennis, made in Italy protagonist of the major events in May

BY SAM SMITH MAY 24, 2021 11:13 AM UTC [Fact checked](#)

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After cycling and [tennis](#), which show the best of Made in Italy in May, the hope is that even fitness and swimming pools can resume their activity as soon as possible given the price paid due to the long stop imposed by the [pandemic](#). This is the wish of Anna Ferrino, [president](#) of **Assosport** (the national association of sporting goods manufacturers that has 120 companies throughout Italy for over 300 brands, 9,300 employees, an aggregate turnover of almost 5 billion euros, equal to almost 40% of the total achieved in 2019 by the whole the Italian sports industry) aimed at operators in the sector.



## Great sport on stage

From the **Tour of Italy** of cycling which will end on May 30 in Milan, at the **International Bnl of Tennis** in Rome (final on May 16 last) “the innovation and technical performance that characterize the clothing, tools and footwear made by our companies – he comments, explains **Ferrino** – run on the legs of champions, witnesses of excellence of the results obtained so far by the sector in terms of research and sustainability. Proud to participate as protagonists in world-class shows, which show the best face of our country and the extraordinary potential of its productive fabric. Appointments that in the first instance – adds the president of Assosport – attract the attention of long-time tennis and bike enthusiasts, but who in perspective have the power to bring even novice sportsmen closer to these disciplines, fascinated by the victories of the athletes. Two sectors, that of tennis and cycling, which seem to be less affected than others by the particular historical period. The hope – concludes Ferrino – is that sectors hard hit by the sector will start again soon **pandemic** such as that of fitness and swimming pools, which pay the price of the long stop imposed on the facilities ».

## The health of cycling

«Response to the desire to be outdoors and a means that reinvents mobility – explains Alessio **Cremonese**, CEO of the group **Valcismon manufacture – Sportful Castles** – the bicycle is having a good time. The market reacted positively to the months of lockdown and the reopening literally exploded, also on the thrust of 2 new trends such as e-bikes and gravel-bikes, so much so that the demand for clothing and footwear even exceeded the production capacity, weakened from the closure of the companies to the beginning **pandemic**. Today there is great excitement around the sector and an event like the Giro d’Italia represents the icing on the cake and is a unique showcase for us: with our jerseys we dress the riders of the two professional teams. **Ineos Grenadiers** (including Filippo Ganna) e



Bora-Hansgrohe

(with cyclist Peter Sagan). From Italy to Tokyo: at the next Olympics we will dress the Italian Cycling Federation again ».

«For us – analyzes Cristiano **Barbazza**, number one of the company **Rudy Project** – there is nothing better than perfecting our products by adjusting them to the experiences and needs of athletes. See the team racing on the roads of the Giro **Bahrain Victorious** with helmets and goggles **Rudy Project** it is always a great thrill. The products worn by the team represent the cutting edge of **technology**, as in the case of the time trial helmet. And right at the Giro, with Matej Mohoric's dramatic fall, we had proof of how fundamental our helmets are for the safety of athletes and amateurs. More and more, the latter, also due to the **pandemic**. All outdoor sports have grown in recent months. We are confident that this is not a passing trend: demand is destined to remain high for a long time, because when you fall in love with a sport you will hardly abandon it ».

## Tennis “fueled” by young athletes

«For several years – recalls Andrea **Tomat**, President of **Lotto Sport Italy** – the focus on tennis is fed by a qualified calendar of international competitions that take place throughout the year in many countries and whose scoreboards present the best tennis players and the best tennis players of the moment. If then, in these competitions – and it is the case of the International Tennis of Rome – young national phenomena participate, then the popularity increases exponentially and the effect on the interest of fans and consumers is sensational. One above all, Matteo Berrettini, whom we had the pleasure of supporting as a sponsor during the tournament at the Foro Italico and who represents us in all the main tournaments in the world ».

«With our high-performance and Italian-made clothing – says Lorenzo **Maioli**, managing director of **Australian** – we have been the technical sponsor of the Internazionali Bnl d'Italia since 2013. One of the most important tournaments in the world, it is an event that gives prestige to Italian sport and that showcases one of the most beautiful settings in which to play. An honor to have been among the protagonists again this year ».