

d'Amico Kids day – 22 May 2015

The first edition of the “Kids day” took place at d’Amico’s headquarters in Rome on Friday 22 May 2015.

The initiative was promoted by two Italian newspapers, Corriere Economia and La Stampa, with the aim of introducing children to the workplace and giving them a taste of their parents’ job. Nowadays the working activities occupy one third of the entire day, therefore it is very important to show kids where their parents spend so much time and the activities they do.

In its original version, this initiative was called “Working Mom’s Day”, but luckily times have changed and today the official name has turned into “Kids in the office with Mom and Dad”.

Last Friday afternoon was conceived as a party, an occasion to spend a pleasant time together but also to learn about the sea, shipping, d’Amico’s business and its history. This event has also given the chance to think to less fortunate children: every child was told to bring one of his/her favorite book, give it as gifts to the pediatric hospital Bambino Gesù of Rome.



As soon as the children came in the office they found a special atmosphere, the building was full of colored balloons around the entrance door and shaped as a giant blue anchor.

Before starting, all children were asked to write a message to send in a bottle addressed to the sons and daughters of other all d’Amico employees who live across the world.

The entire day was a great experience in the pursuit of sharing the d’Amico world and learning actively. The children had the opportunity to discover the offices of their parents and to do edutainment activities



aimed at teaching them about the seas and ships, the story of our company and the technical structure of the ships.

Francesco Rotundo, HR Director, commented: “We are very happy of the enthusiasm and the happiness shown by children, parents and the owners too! We are planning to launch the “Kids day” in the offices worldwide making this event part of our company tradition”.