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Those VIP portfolios

From Rossi to Bergomi followed by Farinetti and Crepet: at the MiCo Fair, these big names tell us about their finances

by **Patrizia Puliafito**

Invest, first and foremost, in yourself and your children. Then, if there's anything left over, choose safe financial instruments. This is the approach to the world of investment adopted by some of the VIPs attending Salone del Risparmio 2018 (the 2018 Savings Fair): Paolo Crepet, Oscar Farinetti and the ex-footballers Paolo Rossi and Beppe Bergomi.

"Investing, to my mind, doesn't mean putting money aside, but creating hope for those who will come after me," says Paolo Crepet, psychiatrist and author, who will talk on the subject of "The courage to innovate and renew ourselves" at the event organized by Goldman Sachs.

"If the investment is selfish, the result won't last. This is borne out by the fact that 30% of companies undergoing generational change die because the founder's children don't know how to renew and strengthen the business. The best investment, therefore, is in your children's education. The real hedge asset is us," continues Crepet, "and if we stay curious and humble, we'll be able to see more clearly what is happening. Everything is in flux. The only worthwhile investment is in the quality of what we can do."

Mr Eataly and quality

The founder of Eataly, Oscar Farinetti, calls himself a Piedmontese countryman. He believes saving is extremely important and he invests a large part of his savings in his professional projects. "Managing your savings is like looking after a kitchen garden. You put in a bit of everything. Of course, I choose top quality seeds and plants and I often switch varieties, trying to go with the seasons, including in the light of the new phenomenon of global warming.

However, I invest a large part of my savings in myself, my business projects – of which there are always plenty –, and another part in listed companies, funds, low-risk bonds, government stock, a little currency and a little cash. If a good real-estate opportunity arises, I snap it up." Farinetti will describe his experience at the Bnp Paribas AM meeting on "Innovation and sustainability: the new globalisation".

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Attackers in defence

Two former footballers, World Cup winners in 1982, Beppe Bergomi and Paolo Rossi, also take a cautious approach. "I've never saved much," explains the attacker, "because when I was working I invested any earnings in my business, a real-estate company that I opened when I retired from football in 1987. Today, it's difficult to save because of some unexpected family commitments. Anyway, as I don't like risk, when I do manage to put something aside, I invest in safe instruments, like bonds and government stock, following the advice of my bank."

Bergomi doesn't take risks either and intends to invest in the future of his children. He explains, "I started out in defence and so I like to do things cautiously. My approach to investment is conservative. I've always shied away from overly aggressive opportunities with a higher than average risk margin. I believe that in investment, like in sport, a sound defence is essential in order to build a winning strategy of attack." So, what do you invest in? "My portfolio is balanced," continues Bergomi. "I like active management, but with a defensive strategy to safeguard the assets for my children's future. I want to invest in the a project of my son's. He's studying chemistry at university but is a professional tennis player and hopes to open a sports centre."

Paolo Rossi will take part in the meeting organised by Lazard: "First, keep a clean sheet: a footballer's tactic to beat the market", while Bergomi will be a guest of Banor Capital at the meeting "The Good, the Bad and the Ugly of global markets. Adventures of a value investor for a fistful of dollars".

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